MAY 21, 1956

35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

"Time-Buying Simplified"

(Just turn to the **STORZ** station)

It's happening fast! Mid-Continent took over 3 months ago. WDGY already is in 2nd place in audience. Hooper says so. Up 93% daytime, says Nielsen. 50,000 watts, and nearly perfect-circle daytime signal. Talk to GM Steve Labunski or Avery-Knodel.

Name your survey. Hooper? 42.5%. Pulse? First morning and afternoon, first in 204 out of 240 quarter hours. Trendex? First every time period! That's KOWH, dominant in Omaha year after year. Coverage is good, too, on 660 kc. Have words with GM Virgil Sharpe, or the H-R man.

49.1% (Hooper). 42.0% (Metro Pulse). 42.9% (AREA NIELSEN). 263 1st place ¼ hours out of 288 (AREA PULSE). So it's WHB's *region* as well as city. 10,000 watts on 710 kc. Such dominance should be *your* dominance. Chat a while with GM George W. Armstrong or the man from Blair.

Now with 25% of the radio audience—WTIX is widening the gap, after having completely overturned generations of listening and time-buying habits. If you haven't studied New Orleans radio afresh lately . . . question GM Fred Berthelson, or Adam Young.

*Coming soon—WQAM, Miami, Florida—Florida's first radio station serving all of Southern Florida with 5,000 watts on 560 kc. Transfer subject to FCC approval.

MID-CONTINENT BROADCASTING COMPANY

"The STORZ Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

keep your eyes on this market

the greater Wheeling market

The booming Greater Wheeling market, comprised of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in America! WTRF-TV, Wheeling, serving 312,400 TV homes, has kept pace with the march of progress. Every accredited method of audience measurement indicates WTRF-TV is by far the most popular TV station in this important market—the number one advertising medium in America's industrial heartland—

the "rich Ruhr Valley of America!"

"a station worth watching"

Wheeling 7, West Virginia

For availabilities, call Hollingbery or Bob Ferguson, VP and GM or Needham Smith, SM Wheeling 1177.

NBC

316,000 watts

Equipped for network color

Reaching a market that's reaching new importance!

kgul TV's NEW SUPER-TOWER*

**1170 feet above average terrain; 1234 feet above sea level.*

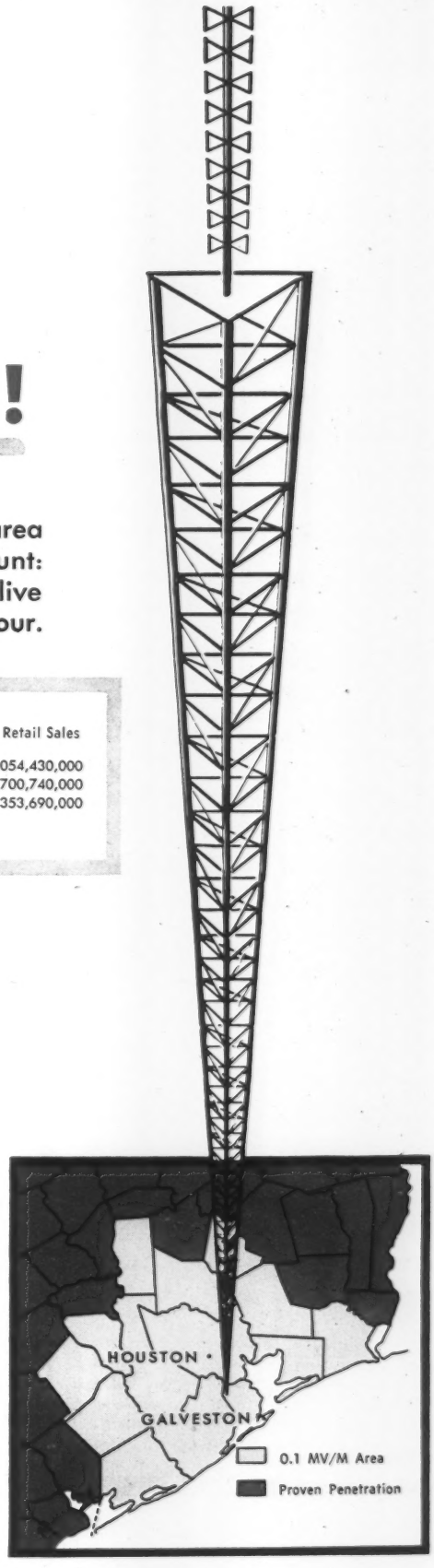
NOW IN USE!

Now over 600,000 families live within the area covered by the new **kgul-tv** (Current Set Count: 445,030.) AND Over 80% of These Families live within the new **kgul-tv** 0.1 MV/M Contour.

	Population	Families	Effective Buying Income	Retail Sales
New 0.1 MV/M Contour	1,703,900	501,500	2,854,336,000	2,054,430,000
Old 0.1 MV/M Contour	1,393,800	411,200	2,388,309,000	1,700,740,000
Increase	310,100	90,300	466,027,000	353,690,000

Source: Sales Management, 1956

NOW **kgul-tv** IS THE **ONLY** STATION DELIVERING PRIMARY CITY SERVICE TO BOTH HOUSTON AND GALVESTON.



kgul TV 11

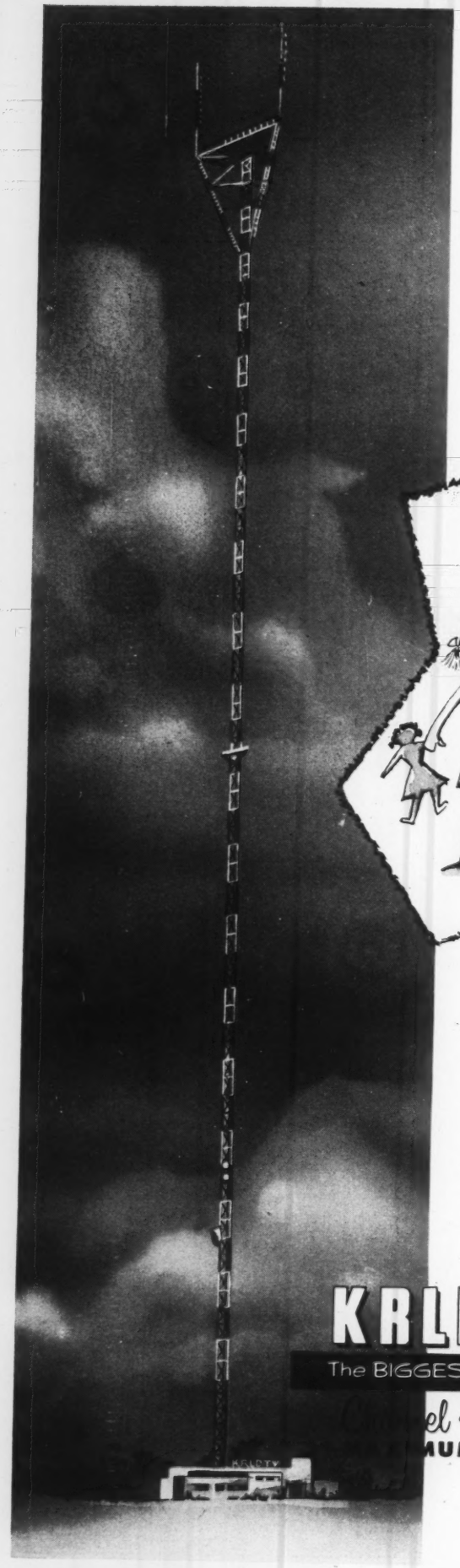
GULF TELEVISION COMPANY
Galveston, Texas

CBS

Television for the rich Texas Gulf Coast Market

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



No other TV station in Texas gives you as much coverage as

KRLD-TV

. . . . THE DOMINANT SALES FORCE IN THE *Top O' Texas Market* WHERE MORE THAN 709,000 FAMILIES HAVE AN EFFECTIVE BUYING INCOME OF OVER $3,559,328,000*

KRLD-TV's channel 4, telecasting with maximum power from the Top of Texas' Tallest Tower, reaches a 30% greater area than any other television station operating in the Top O' Texas Market . . . the rich, densely populated Fort Worth-Dallas market of 42 counties where over 2,250,000 people watch KRLD-TV on more than 564,080 television sets.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

el 4, Dallas
UM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

*Source Sales Management 1956

closed circuit®

ONE-TWO PUNCH • When FCC meets Thursday to attempt once again to hammer out tv allocations plan, it is expected that Chairman McConnaughey will propose (1) retirement of Sixth and Final Allocations Report and consideration of assignments on case-by-case basis (as in am); (2) 10-year plan or some variation of it, whereby eastern half of country would eventually go uhf, with western area vhf. Big rub is how to handle deintermixture in interim and adhere to basic criteria uniformly applicable. Individual commissioners, to date, have balked at specific situations, but several recognize that courts would have to be contended with where inconsistencies are shown (story page 94).

B•T

THAT independent stations as well as networks intend to go all out in covering upcoming political conventions is indicated in deluge of applications received by Radio-Tv Correspondents Galleries and plea for cooperation from Bill Henry, NBC commentator and conventions' committee chairman. With only 300 seats allotted at Chicago and San Francisco for radio-tv (committee is appealing for more), requests on hand aggregate more than 700. There are more applications from individual organizations than there are seats available and many of them request multiples. Committee would welcome cutbacks or cancellations where requests are not firm.

B•T

ON THE WAY • First tangible step toward sweeping revision of license renewal forms to enable broadcasters to give more realistic analysis of programming and commercial content was taken last week. Broadcasting Committee of Advisory Council on Federal Reports met for exploratory session with Budget Bureau (which approves all government questionnaires and forms) and with FCC staff members, made plans to meet soon with FCC Chairman McConnaughey. At panel session during NARTB convention, FCC members agreed time was ripe for form revision. Present forms, it was argued, make it difficult if not impossible for broadcasters to show true balance between public service and strictly entertainment broadcasting. Sentiment is in favor of separating radio and tv forms.

B•T

IN KEEPING with rapid expansion of McCann-Erickson, Terry Clyne, vice president heading radio-tv department, management officer and plans board chairman, this month will relinquish his direct supervision of several accounts, including Bulova. This is consistent with plans made at beginning of year to enable him to devote more time to planning and administrative group duties.

B•T

SCHOOL DAYS • Ambitious new grant program for advanced study and training of writers, producers, and directors will be announced for 1957-58 within month by organization identified with leading philanthropic foundation. It reportedly will be first of its kind in country, covering personnel of commercial and educational radio-tv stations, educational film producers and printed media.

B•T

BECAUSE of possible conflict growing out of upcoming (May 28) supplementary affiliation with ABC Radio of WOAI San Antonio, James M. Gaines, vice president-general manager, last week resigned as chairman of NBC Radio Affiliates Committee, though station continues its primary affiliation with NBC (WOAI-TV is also NBC, plus some ABC-TV). KTSA, erstwhile ABC outlet, recently purchased by Gordon McLendon enterprises, goes independent. Mr. Gaines is recuperating from recent illness and this was added reason for relinquishing chairman's responsibilities. Les Lindow, vice president-general manager of WFDF Flint, is vice chairman of affiliates committee, and is expected to succeed to chairmanship.

B•T

STRIKE IT RICH • Syndicate which includes several leading broadcasters (Kenyon Brown, KWFT Wichita Falls, Tex.; John Fetzer, Fetzer Broadcasting Co.; Gilmore Nunn, WLAP Lexington, Ky.; William S. Cherry, WPRO-AM-TV Providence; Dick Buckley, WNEW New York, and others) as well as Paul O'Bryan, of Washington law firm of Dow, Lohnes & Albertson, and Ray Hamilton, of Blackburn-Hamilton brokerage firm, has hit oil few miles south of Wichita Falls. New well reportedly is bringing in heavy yield of high-grade crude.

B•T

BBDO, New York, agency for Republican National Committee, lining up day and night radio availabilities to start Labor Day and run to election day, using 30-second ET's, in about 12 northern industrial areas, bidding for Negro vote.

B•T

BUSTING OUT ALL OVER • Brassiere companies figuring actively on television budgets for next fall. Warner Brothers Co., New York, planning to sponsor four hour-long fashion spectaculars, Saturdays, 1-2 p.m. on NBC-TV, starting late in September, through C. J. LaRoche, New York. Exquisite Form, New York, also returning to television in fall with participations on *Afternoon Film Festival* five times weekly on ABC-TV starting Sept. 10, through Grey Adv., New York. Advertiser also preparing to buy local television participatings in 30 or 35 markets not covered by ABC-TV show.

B•T

CLAIR McCOLLOUGH, president, Steinman Stations and outgoing chairman of NARTB Tv Board, on quick trip to Europe to participate in dedication of Franco-American hospital in St. Lo, reports: "French tv is very little improved since last year." Year ago Mr. McCollough made inspection of tv in Europe [B•T July 25, 1955].

B•T

GETTING CROWDED • Entry of GE's Hotpoint into television receiver production along with Whirlpool-Seeger, white goods manufacturer, becoming and affiliate of RCA, has caused distribution complications in several areas. Many big market distributors already have either television or white goods lines and with Whirlpool now identified with RCA, RCA distributors must choose between that line and competitive white goods lines. Same goes for Hotpoint, heretofore exclusively in white goods manufacture. Dropping of some distribution franchises and establishment of factory branches in certain markets seen as likely.

B•T

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., left last week for month's trip to Europe, planning to hit London, Rome and Paris, during which time he presumably will appraise tv development in those countries.

B•T

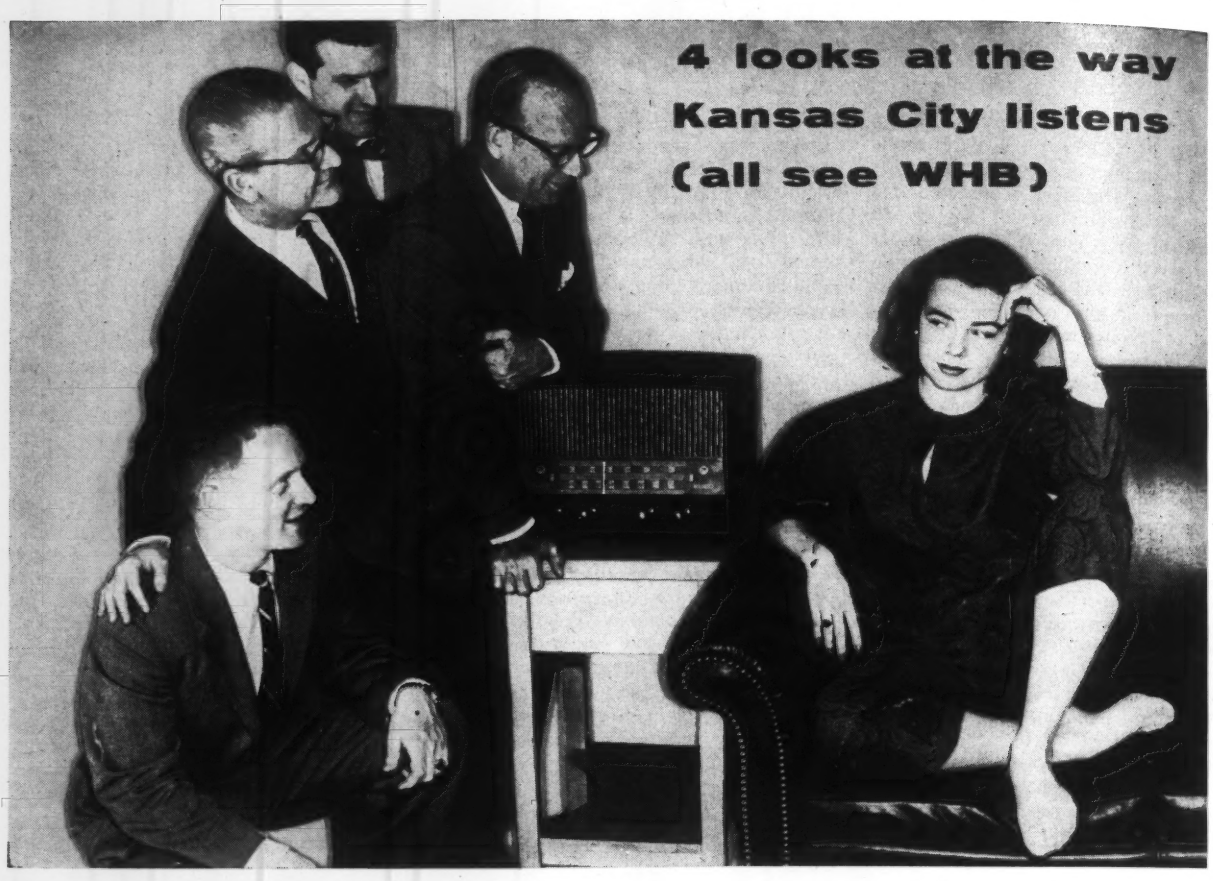
TV's GAIN • General Mills will allocate budget that it is withdrawing from sponsorship of *Lone Ranger* on NBC Radio into expanded television coverage. Advertiser will continue to sponsor *Lone Ranger* on both ABC-TV and CBS-TV, *Wyatt Earp* and *Mickey Mouse Club* on ABC TV next season. Dancer-Fitzgerald-Sample, New York, is agency.

B•T

LOUIS DORFSMAN, co-director of sales promotion and advertising for CBS Radio, has been tapped for full directorship of department, though it's not slated for official announcement yet. He and Sherril Taylor shared honors as co-directors until Mr. Taylor moved to Radio Advertising Bureau as vice president and promotion director April 1. Jules Dundes of KCBS San Francisco moves in as vice president in charge of CBS Radio advertising and promotion on June 18 [B•T, May 14].

B•T

SECONDARY MEDIA? • Some radio-tv set retailers who have had big sales success using radio-tv advertising are beginning to chafe at cooperative advertising pitches made by major set manufacturers like Magnavox whose current offer of co-op dollars considers ABC circulation newspapers as only primary medium which can be used without prior approval. Offer devotes 15 pages to Magnavox pitch and lists radio and tv as secondary media along with such as concert programs and Christmas catalogues.



Jan., 1956

Metro Pulse: WHB 1st

360 out of 360

¼ hours in and out of home, Mon.-Fri. 6 a.m.-midnight

Latest available

Area Pulse: WHB 1st

263 out of 288

¼ hours . . . with 25—2nd place ¼ hours, Mon.-Sat., 6 a.m.-6 p.m.

March, 1956

Area Nielsen: WHB 1st

every time period, 1st all day and night

42% share of audience

Mon.-Sat. 6 a.m.-midnight

Jan.-Feb., 1956

K. C. Hooper: WHB 1st

every ¼ hour, 1st all day with

49.1% share of audience

Mon.-Sat. 6 a.m.-6 p.m.

Dominate? And *how!* Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager *George W. Armstrong.*

WHB

10,000 watts—710 kc

Kansas City

MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

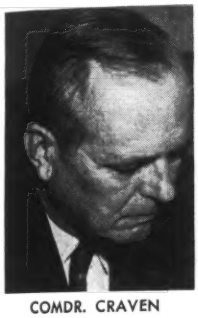
Coming Soon-WQAM, Miami—Transfer Subject to FCC Approval

at deadline

PRESIDENT EISENHOWER MAKES IT OFFICIAL, SENDS CRAVEN FCC NOMINATION TO HILL

PRESIDENT EISENHOWER late Friday (May 18) nominated T. A. M. Craven, consulting engineer, for seven-year term on FCC beginning July 1. He will succeed Comr. E. M. Webster, who is eligible for retirement.

Nomination, which cleared White House muster preceding week [B•T exclusive, May 14], went to Senate and was automatically referred to Commerce Committee, headed by Sen. Magnuson (D-Wash.). Comdr. Craven, former naval officer and former member of FCC (1937-1944), was nominated as resident of Virginia. He is a Democrat.



COMDR. CRAVEN

New balance of FCC will be four Republicans (McConnaughey, Hyde, Doerfer, Lee) and three Democrats (Bartley, Mack, Craven).

Hearing on Craven confirmation probably will be called by Sen. Magnuson next month. Committee usually meets for regular calendar on Wednesdays, so hearing might be June 13 or 20. There are no indications of opposition.

Comdr. Craven will become first man in FRC-FCC history to have received two separate appointments to FCC. He was named originally in 1937 by President Roosevelt, after having served as FCC's chief engineer and resigned after seven-year term to enter private engineering practice and station management. Comdr. Craven is 63, was born in Philadelphia and graduated from Naval Academy in 1913, being among first to specialize in communications. (For biography, see May 14 issue, page 27.)

Comr. Webster, 67, did not actively campaign for reappointment. He is eligible for retirement both as Coast Guard Commodore and as civil employe of government. He had served on FCC continuously since April 10, 1947, and previously had been on its engineering staff. He is expert in safety of life, aviation and international communications, and, it was thought, might be drafted by government for special assignments in telecommunications.

Comdr. Craven is one of world's foremost experts in broadcast allocations. He recently submitted plan to FCC for new tv allocations, recommending use of both uhf and vhf [B•T, May 14, Dec. 26, 1955], and degree of deintermixture. He also proposed block of at least 65 contiguous channels to promote all-band receiver compatability.

Comdr. Craven is expected to resign forthwith as senior member of Washington engineering firm of Craven, Lohnes & Culver.

15% Commission to Get Scrutiny by Bristol-Myers

STEP-BY-STEP "case history" of how Bristol-Myers will reach decision on whether to abandon, revise or continue present 15% commission system was presented by Donald S. Frost, vice president and advertising director, Bristol-Myers Products Div., in speech at Assn. of National advertisers' west coast meeting (early story page 36).

In exploring subject with Bristol-Myers agencies, he said, "I do not expect [them] to base their case on the fiction that they are working for the media and, therefore, should be paid by the media on a basis established by the media. As far as we're concerned, our agencies are working with and for Bristol-Myers Co.—and if that point isn't clear to them by now, let them go to work for the media, and we'll get ourselves another agency that we'll be damned sure is working for us.

"I really don't mean to sound this tough, but this is a point that annoys hell out of me, and has been uttered more and more of late. This business has changed—the relationship of advertiser and agency has changed, the relationship of agency and media has changed. Let's all recognize it and operate realistically on the basis of today's conditions."

Mr. Frost stressed importance of "strong, independent" agencies, acknowledged present commission system of compensation has many advantages, and said he was not now "really certain" that changes in pay methods should be made or, if so, what they should be. But whether changes are decided upon or not, he said, study such as Bristol-Myers plans to make will lead to "a clearer understanding of the place and position of our agencies in our advertising picture" and closer cooperation between company and agencies.

Mr. Frost said evaluation of agency services may require "new cost and accounting procedures" by agencies but that such cost information is necessary: "In other words, I do not believe we can afford to continue on the basis of what amounts to giving the agencies a blank check equal to 15% of our total appropriation without knowing more about what we are getting in return for this expenditure than we do today.

Bristol-Myer's current agencies are BBDO, Young & Rubicam, and Doherty, Clifford, Steers & Shenfield.

Crowell-Collier Co. Board Approves Radio-Tv Purchases

PROPOSED ACQUISITION of KULA-AM-TV Honolulu and five am and four tv stations owned and operated by Consolidated Television & Radio Broadcasters Inc. ratified Friday by board of directors, Crowell-Collier Pub. Co., New York. Approval of $16 million-plus purchase followed terms made in recent contracts with Harry M. Bitner (Consolidated) and Pacific Frontier Broadcasting Co. (KULA) interests. Still outstanding: complete Crowell-Collier stockholder approval, due after midnight deadline this Friday, and customary FCC approval [B•T, April 30].

Besides KULA-AM-TV, stations involved are WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul, and WFDF Flint.

• BUSINESS BRIEFLY

COFFEE TIME • American Home Foods Inc., N. Y., cashing in on hot-weather demand for iced coffee by planning radio spot campaign in northeast and central states for George Washington instant coffee. Agency: Charles W. Hoyt, N. Y.

EYE ON MIDWEST • Ogilvy, Benson & Mather, N. Y., agency for Lever Bros.' "Dove" soap, looking for tv spot availabilities in midwest markets (Wisconsin, etc.) with some supplementary radio buys as well. Campaign will be for introductory campaign of recently-tested product.

READYING FOR FALL • Fall plans for $250,000 radio spot campaign for Monticello Drug Co. (666 cold preparations), Jacksonville, Fla., over more than 200 southern stations, concentrated in Negro markets, are nearing completion by Charles W. Hoyt, N. Y.

BROKER TO RADIO • Reynolds & Co. (New York brokerage house) planning to turn to radio spot announcement campaign in about 17 markets, using day and night spots. Availabilities are being lined up by agency, Doremus & Co., N. Y., for early summer starting date.

RURAL RADIO • William Douglas McAdams, N. Y., agency for Upjohn Co. (Parvex, product applying to dairy cattle), Kalamazoo, Mich., lining up radio spot schedule in farm areas.

NABISCO PARTICIPATING • Nabisco Shredded Wheat Jr., through Kenyon & Eckhardt, N. Y., planning to buy participations in children's live television shows on local level starting June 4.

UNION BUYS • United Automobile Workers celebrating its 20th anniversary by sponsoring half-hour television network show June 10 on NBC-TV at 3:30-4 p.m. Henry Kaufman, Washington, is agency.

TV TEST • Procter & Gamble's Big Top peanut butter planning to use test spot tv announcement campaign in north-central markets. Compton Adv., N. Y., is agency.

SCHWEPPES EXPANDING • Schweppes (USA) Ltd., N. Y., bottlers of Schweppes quinine water, club soda and ginger ale, now expanding big city summer penetration to run through Labor Day by adding radio in Chicago, St. Louis, Miami and Atlanta. Already in progress on West Coast. Drive starts in Chicago today (Mon.). Agency: Ogilvy, Benson & Mather, N. Y.

PRODIGAL RETURNS • Swift & Co. (meat packers), Chicago, returns to CBS Radio network June 6 for first time in nearly 20 years as sponsor of quarter-hour weekly *House Party* (also on CBS-TV). Agency: McCann-Erickson, Chicago.

MAY BUY GAME • Standard Oil Co. (Ind.) and Pabst Brewing Co., both Chicago, considering co-sponsorship rights to pro-college All Star game on ABC-TV Aug. 10. Agencies: D'Arcy for Standard and Leo Burnett for Pabst.

in 91* counties...

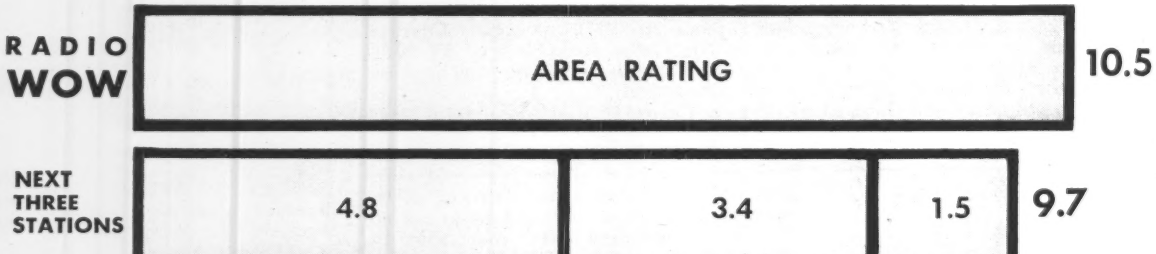
REGIONAL RADIO

WOW IS 1ST

Every Minute of the Broadcast Day!

*514,600 radio families!

More Audience than Next 3 Stations Combined!



SOURCE: Nov., 1955, Pulse Area Report. 6 A.M. to Midnight, Monday thru Friday, Average Quarter-Hour Ratings.

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Old Gold, Bulova Watch Sign To Co-Sponsor Gleason Show

P. LORILLARD Co. (Old Gold cigarettes) and Bulova Watch Co. Friday answered network tv's big question of what will happen to Jackie Gleason on CBS-TV this fall. Advertisers signed contract involving $10 million (includes time, talent and production) for co-sponsorship of new one-hour live show, starring Mr. Gleason, and starting Sept. 29 in Saturday, 8-9 p.m. EST period (see earlier story page 44). Contract covers 52-weekly shows including summer replacement.

To place new Gleason show in time spot, settlement was made with two other advertisers —Buick Motor Div. of General Motors Corp. which had contract with Mr. Gleason for filming of 8-8:30 p.m. *The Honeymooners* series and Nestle Co. (Nescafe) which sponsors *Stage Show* in 8:30-9 p.m. period. Buick will continue with *Honeymooners* through Sept. 22, and then will drop show. Nestle plans to sponsor new show, which is titled *Oh, Susanna*, half-hour film series with Gale Storm, in 9-9:30 p.m. slot, in line with its preference of being adjacent to Gleason show.

Bulova, which will place $5 million in new program, will continue with $4 million in spot tv, thus adding estimated $3 million to yearly tv budget.

Agencies involved in new purchase include McCann-Erickson for Bulova; Lennen & Newell for P. Lorillard's Old Golds, and Bryan Houston for Nestle's Nescafe. Buick's agency is Kudner. Also to be affected in settlement is Buick-Gleason contract with DuMont's Electronicam system, which has been filming *Honeymooners*. Old Golds-Bulova alternate week sponsorship tie-up now exists in backing of *Two for the Money*, currently in 9-9:30 p.m. spot. Latter show is expected to be dropped in fall.

KFOX Goes for $536,000; WCMI Brings in $165,000

TWO SALES of radio stations announced Friday, both subject to FCC approval.

KFOX Long Beach, Calif. (1 kw on 1280 kc), sold by W. T. McDonald and associates to Arthur B. Hogan, president, Albert Zugsmith Corp., newspaper and broadcast broker, for $536,000. At same time Mr. Hogan arranged sale of his interest in KRKD Los Angeles to Mr. Zugsmith, already substantial stockholder with Frank Oxarart, Zugsmith company executive vice president, of Los Angeles outlet. KRKD interests and Mr. Hogan also have ownership in KULA-AM-FM Honolulu. KRKD interests awaiting FCC approval on $150,000 purchase of KITO San Bernardino. No personnel changes planned at KFOX.

WCMI Ashland, Ky. (Huntington, W. Va.) sold by Charles Sawyer to George H. Clinton, general manager WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both West Virginia, for $165,000. Ashland-Huntington CBS affiliate (250 w on 1340 kc) owned 70% by Mr. Sawyer, former Secretary of Commerce in President Truman's cabinet. Gilmore Nunn also has interest in WCMI. Mr. Clinton, NARTB Third District director, also owns 40% of WTMA Charleston, S. C. No WCMI personnel changes planned.

PICTORIAL PLEA

VISUAL AID, pointing up voluminous record in New Orleans ch. 4 case, submitted to FCC Friday by applicant Loyola U. along with request that FCC extend each party's oral argument time from 20 to 35 minutes. Attached to Loyola petition was photograph of numerous volumes "revealing volume of material involved" prior to hearing examiner's initial decision. Examiner favored Times-Picayune Publishing Co. *(New Orleans Times Picayune)*, recommended denial of Loyola and WNOE there. Oral argument on exceptions to decision is scheduled for May 25.

Louisville, Reno, D. C. Tvs Asked in Filings

THREE tv applications filed Friday—with two seeking channels already occupied and one seeking channel only recently surrendered.

Sarkes Tarzian Inc. (WTTV Bloomington, Ind.) filed for ch. 21 Louisville, Ky., now held by WKLO that city. WKLO ceased operating April 1954.

Ettlinger Broadcasting Corp. (John A. Ettlinger, tv film producer and distributor, Hollywood, filed for ch. 4 Reno, Nev., now held by Robert C. Fisher (KAKJ [TV]). Application for transfer of KAKJ to Tower Telecasting Co. (principally KRAM Las Vegas interests) is pending before FCC. Ettlinger application contingent on vacation of existing grant by present permittee.

WARL Arlington, Va. (Washington area), filed for ch. 20 Washington, planning $333,875 for construction, $60,000 operating per year.

Price Elected President Of Pennsylvania Bcstrs.

PENNSYLVANIA Assn. of Broadcasters, in convention at Pocono Manor (see page 80), Friday named Tom Price, WBVP Beaver Falls, president.

Other officers elected were: Roy Morgan, WILK-AM-TV Wilkes-Barre, first vice president; Wright Mackey, WRAK Williamsport, second vice president; Tom Metzger, WMRF Lewistown, treasurer, and George Koehler, WFIL-AM-TV Philadelphia, secretary.

UPCOMING

May 20-23: National Industrial Advertisers Assn. annual conference, Palmer House, Chicago.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution & Advertising Forum, studio theatre of WGN, Chicago.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

For other Upcomings see page 125

PEOPLE

HOWARD M. WILSON, vice president and associate copy director, Kenyon & Eckhardt, to copy director, and **BUD SHERAK,** assistant director of research, to research director.

JOHN VAN DEUSEN, account executive, and **EMILE FRISARD,** copy group supervisor, both Biow Co., N. Y., to Grey Adv., N. Y., in similar capacities. Also named at Grey: **LEE BAER,** former account executive, Brisacher, Wheeler & Staff, San Francisco; **WILLIAM BOWMAN,** art director, Doyle Dane Bernbach, and **BERTRAN MARCUS,** art director, Diamond-Barnett, both N. Y.—all in similar capacities.

ROBERT SMITH appointed program manager of WOR New York. He most recently was program manager of WINS New York for 2½ years.

WILLIAM C. PARKER, former public relations staff member, Westinghouse Electric Corp., and more recently public relations director for company's electric appliance divisions, named Westinghouse director of public relations, succeeding **CHARLES P. JOHNSON,** resigning July 1 to form own San Francisco industrial publicity firm.

NORMAN S. GINSBURG, formerly director of advertising and promotion, Studio Films Inc., N. Y., named manager of advertising and promotion for NBC Television Films.

AAAA Names Membership Of Group to Study Pay System

MEMBERSHIP of American Assn. of Advertising Agencies' advertiser relations committee for this year—whose "primary assignment" is to study provocative question of agency compensation methods [B•T, April 30]—has been completed and will meet Wednesday in New York, AAAA officials said Friday. Although they did not reveal subjects to be discussed, it was generally assumed compensation system question would figure prominently on agenda.

In addition to Harry Harding, senior vice president of Young & Rubicam, New York, and William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, Chicago, who were named earlier as committee chairman and vice chairman, members are: Walter C. Ayers, president, Brooke, Smith, French & Dorrance, Detroit; F. Kenneth Beirn, executive vice president, Ruthrauff & Ryan, New York; Edward A. Cashin, executive vice president, BBDO, New York; James T. Chirurg, chairman, James Thomas Chirurg Co., Boston; Arthur C. Fatt, president, Grey Adv., New York; R. N. Heath, president, Leo Burnett Co., Chicago; Carl M. Heintz Jr., vice president, Heintz & Co., Los Angeles; William R. Hillenbrand, president, Bryan Houston Inc., New York; Kenneth W. Hinks, vice president, J. Walter Thompson Co., New York; Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich.; Milton H. Reynolds, partner, Allen & Reynolds, Omaha; Holton C. Rush, president, Greenshaw & Rush, Memphis, and James D. Webb, president, C. J. LaRoche & Co., New York.

Poppele Resigns From USIA

J. R. POPPELE, assistant director of United States Information Agency and director of Voice of America, will resign July 15, it was announced Friday by Theodore Streibert, director of agency. Former WOR New York engineering chief and consultant will return to broadcasting with individual tv operation, not named.

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*Reg. U. S. Patent Office

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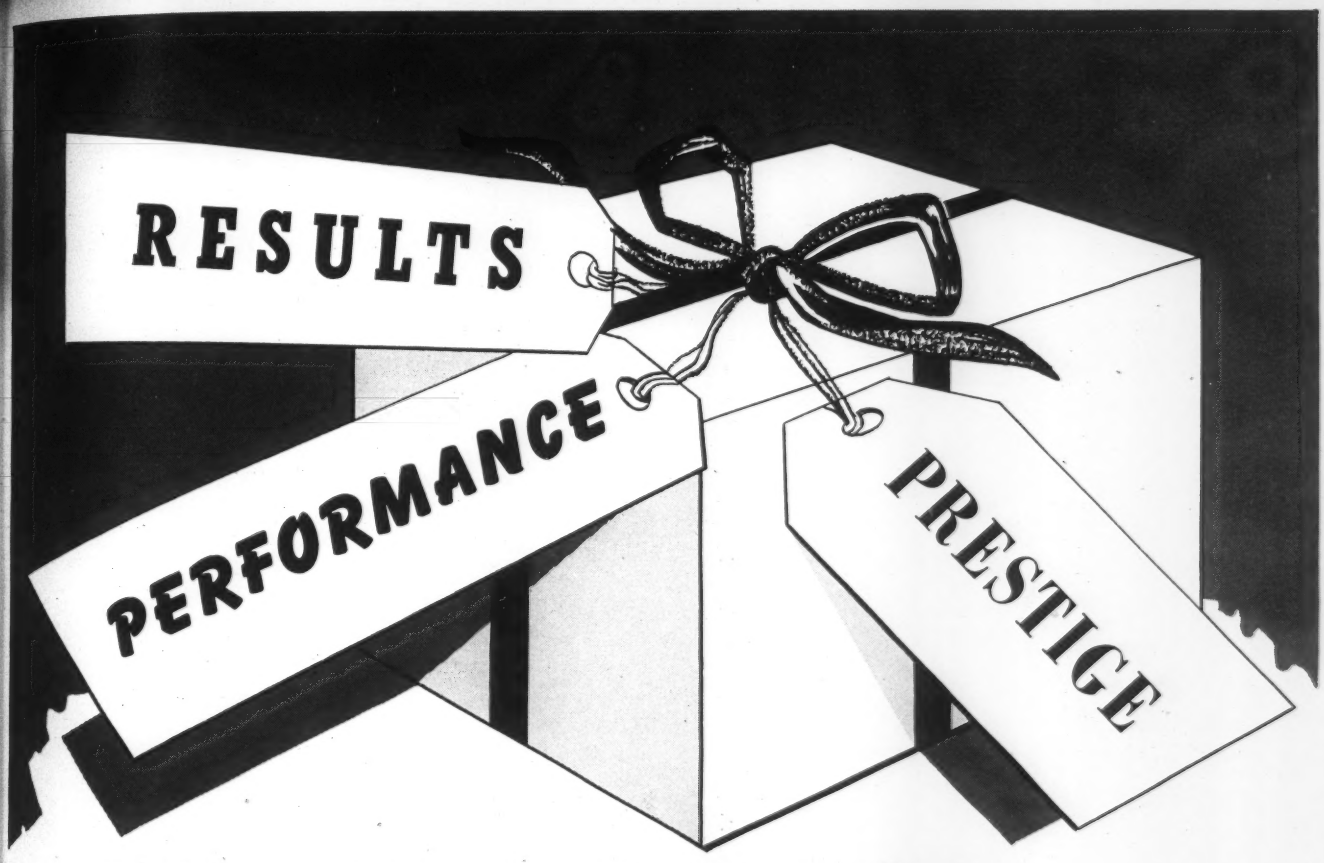
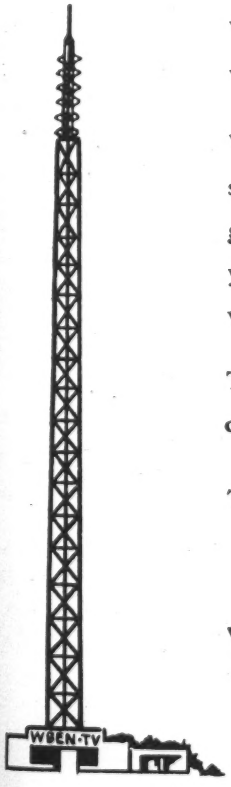


This service package makes YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4 . . . Buffalo



When you're buying time in Buffalo, buy the service package packed with powerful selling impact. Buy WBEN-TV!

WBEN-TV is the top television station of rich Western New York. On the air since 1948, WBEN-TV has the experience and performance record that guarantees perfect handling of commercial copy. Whether "live" or filmed, your promotional effort is in the hands of trained, tested experts—men who know the importance of proper product presentation.

To the people of Western New York WBEN-TV is the prestige station—the one they view most often, see best and to which they are most loyal.

That's a big package — *and WBEN-TV delivers it every time.*

WBEN-TV BUFFALO • CH. **4**

CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

FASTEST-MOVING COMEDY TEAM

IN SYNDICATION

AMOS 'N' ANDY, after 28 years, are still adding new pages to their fabulous history. The fastest-moving comedy team in the syndicated film field, Amos 'n' Andy have appeared in *more than 200 markets* to date... and they're still going strong, growing stronger!

Daytime or nighttime, weekday or weekend, first run or re-run—regardless of market size or program competition—the 78 Amos 'n' Andy half-hours now completed consistently draw top ratings in their time period. Ratings like these: Atlanta 28.4; Detroit 24.6; Toledo 25.6; Washington, D. C. 22.8; Los Angeles 21.7; Providence 27.8; Indianapolis 39.3.*

Naturally such audience favor means a fast-growing list of satisfied sponsors. Food Fair, Sav-on Drugs, Sears Roebuck, Sinclair Dealers, Safeway, Tri-State Motors are just a few of the important local and regional advertisers currently sponsoring Amos 'n' Andy.

For quick sales action in *your* market, join America's most endearing, most enduring comedy team. Call or write the distributors of the fastest-moving films in television...

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, Atlanta, Dallas and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.

*ARB, latest available reports.

MEMO

Don't forget to buy WTCN-TV!

Here are the Share-of-Audience figures you requested for WTCN-TV in Minneapolis-St. Paul:

SHARE OF AUDIENCE

Sign On-6 P.M. Mon.-Fri.

WTCN-TV	**33.2%**
Station B	**36.1%**
Station C	**28.5%**
Station D	**2.2%**

Source: ARB March, 1956
Based on Time Periods when station was on the air.

You were right—with their *low, low* cost-per-thousand, that makes WTCN-TV the best buy in daytime television in the Twin Cities!

You just *can't afford to overlook* WTCN-TV!

WTCN-TV Channel 11

"The Station of the Stars" **316,000 watts**

ABC Network MINNEAPOLIS·ST. PAUL

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

REPORT FROM AFRICA, PART TWO

SOME PARAPHRASED Leninisms (e.g., "the road to Paris leads through Peking, Calcutta and Algiers . . .") and other chilling comments on the state of turmoil in North Africa served to make part two of Murrow & Friendly's report on the "Dark Continent" better than last month's first—by itself a notable achievement.

Where the first "report" covered those African nations whose geo-political status is yet to be fully decided, Thursday's hour-long program dwelled on the immediate and the urgent: the struggle for freedom in the North—the Sudan, Ethiopia, Libya, Egypt, Algeria and Morocco. Where some are achieving a sense of independence from the great white brother through peaceful means, others are not, and *See It Now* cashed in on today's headlines by attempting to describe—through limited means—the specter of economic chaos and political disaster that would haunt the West should the North Africans—in fact all Africans, as stressed in report number one—succumb in desperation to the blandishments of the Soviet bloc.

The seriousness of the situation was best described by the conspicuous lack of the usual panaceas one hears every day; most of the individuals interviewed by Ed Murrow, Alex Kendrick, Ed Scott and Blair Clark offered only dire warnings.

Photographically-speaking, *See It Now* once more capitalized on its preference to do things point counterpoint. The shots of IBM computers manned by Sudanese natives in ancient garb, of USAF F-100 jets landing beside Moroccan farmers tilling the arid soil, or of the antiquated construction methods used in building the giant Aswan Dam (seconds after viewing Egypt's modern military might) could not be surpassed for sheer drama.

In retrospect, however, the most outstanding thing about the program was its utter seriousness. That this North African business isn't "just another anti-colonial demonstration" was best seen in the interview with Algerian Prime Minister Ben Halin, who said:

". . . If I lose faith in you western people, I will make any arrangement so as to get my independence and self-determination . . . even with the devil himself. Most probably, that devil is communism."

Production costs: Approximately $100,000.
Sponsored by Shulton Inc., Clifton, N. J., through Wesley Assoc., N. Y., on CBS-TV, Thurs., May 17, 10-11 p.m. EDT (pre-empting Arthur Murray Party *and* Quiz Kids).
Produced by Edward R. Murrow and Fred W. Friendly; narrator: Mr. Murrow; reporters: Alexander Kendrick, Blair Clark and Edmund Scott; cameramen: Bill McClure and Leo Rossi; film editors: Mili Lerner, William Thompson and F. Howard O'Neill; assoc. producers: Palmer Williams, Don Hewitt and Edward Jones.

THE MUSIC OF GERSHWIN

WHEN YOU COMBINE an all-star cast and the music of George and Ira Gershwin, how can a tv production miss? The answer is obvious—it can't. And Max Liebman's spectacular didn't—miss, that is.

This generally excellent production leads one to wonder: "How can just two people have been responsible for so much of America's best music?" It is this outlook that gives rise to the only major criticism of the program; it's the same fault to be found with several other recent television efforts. Mr. Liebman tried to cram the cream of a wealth of material into one 90-minute shot. There's too little really good material around for tv not to make the most of all of it.

We're looking forward to hearing and seeing more Gershwin and to being treated to the works of the other fine, lasting, American musical artists.

Production costs: Approximately $200,000.
Sponsored in color and black-and-white by Oldsmobile Div. of General Motors through D. P. Brother Co., Detroit, on NBC-TV May 12, 9-10:30 p.m. EDT.
Cast: Ethel Merman, Alfred Drake, Tony Bennett, Toni Arden, Cab Calloway, Eugene List, The Art Van Damme Quintet, Richard Hayman, Lawrence Winters, The First Piano Quartet, The Bob Hamilton Trio, Robert Maxwell, Patricia Wilde, Diana Adams, Tanaquil Le Clerq, Camilla Williams, Peter Conlow, Harrison Muller, Charles & Kay, Charlie Sanford's Orchestra.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; commentary: written by George Simon; choreography: James Starbuck; music director: Charles Sanford; choral director: Clay Warnick; orchestral arrangements: Irwin Kostal; choral arrangements: Clay Warnick and Mel Pahl; costumes: Paul du Pont; scenic designer: Frederick Fox; NBC supervisor: Hal Janis.

MACBETH

LAST WEEK NBC-TV's *Modern Romances*, afternoon quarter-hour series which presents a complete story each week as a Monday-Friday strip, came up with a novel idea. Shakespearean dramas have frequently been presented in modern dress. Why not do one in modern language as well? So they made Macbeth campaign manager for Governor Duncan, running for re-election, and a night club entertainer sings a ballad telling Macbeth he'll be lieutenant governor and then governor, and just then Duncan comes in and says the candidate for lieutenant governor is out and will Macbeth go on the ticket? So, Duncan and Macbeth are elected and they go to Macbeth's mountain lodge, Dunsinane, where Mrs. Macbeth has ideas for making Macbeth governor without waiting another four years. Oh, yes, Macduff turns up at the end as a state trooper.

There was just one thing that seems to have been overlooked. What changed a run-of-the-mill melodrama into one of the world's greatest plays was the language contributed by one of the world's greatest writers. Take out William Shakespeare's words, as *Modern Romances* did, and what was left was an ordinary soap opera of an overly ambitious woman who pushed a weak husband too far until they both learned the hard way that crime doesn't pay.

More tv shows like this are just what are needed to drive the American housewife out of her home and off to the movies.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co., through Bryan Houston on NBC-TV, Monday through Friday (May 14-18), 4:15-4:30 p.m. EDT.
Writer: Anne Howard Bailey; story editor: Martha Scott; director: Tom Reynolds; producer: Stark-Layton Inc.; announcer: Carl Caruso.
Cast: Ross Martin as Macbeth; Valerie Bettis as Lady Macbeth; Ralph Bunker as Duncan; Boris Aplon as Malcolm; Ed Peck as MacDuff and Connie Francis as ballad singer.

CAPITAL TYPES #28

THE CLOCK WATCHER

Fascinated by slow movement: cows grazing, goldfish, and English murder mysteries. Conscientiously reads labels on cereal boxes. Accident prone, once had bedroom ceiling fall on him (six stitches). Excellent subject for hypnotists. Favorite indoor sport: hand wrestling. Favorite song: "I Only Have Eyes for You." Forgets anniversaries and birthdays. Always late to the theater.

But better late than never is the Washington advertiser who discovers WTOP Radio. WTOP gives him (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

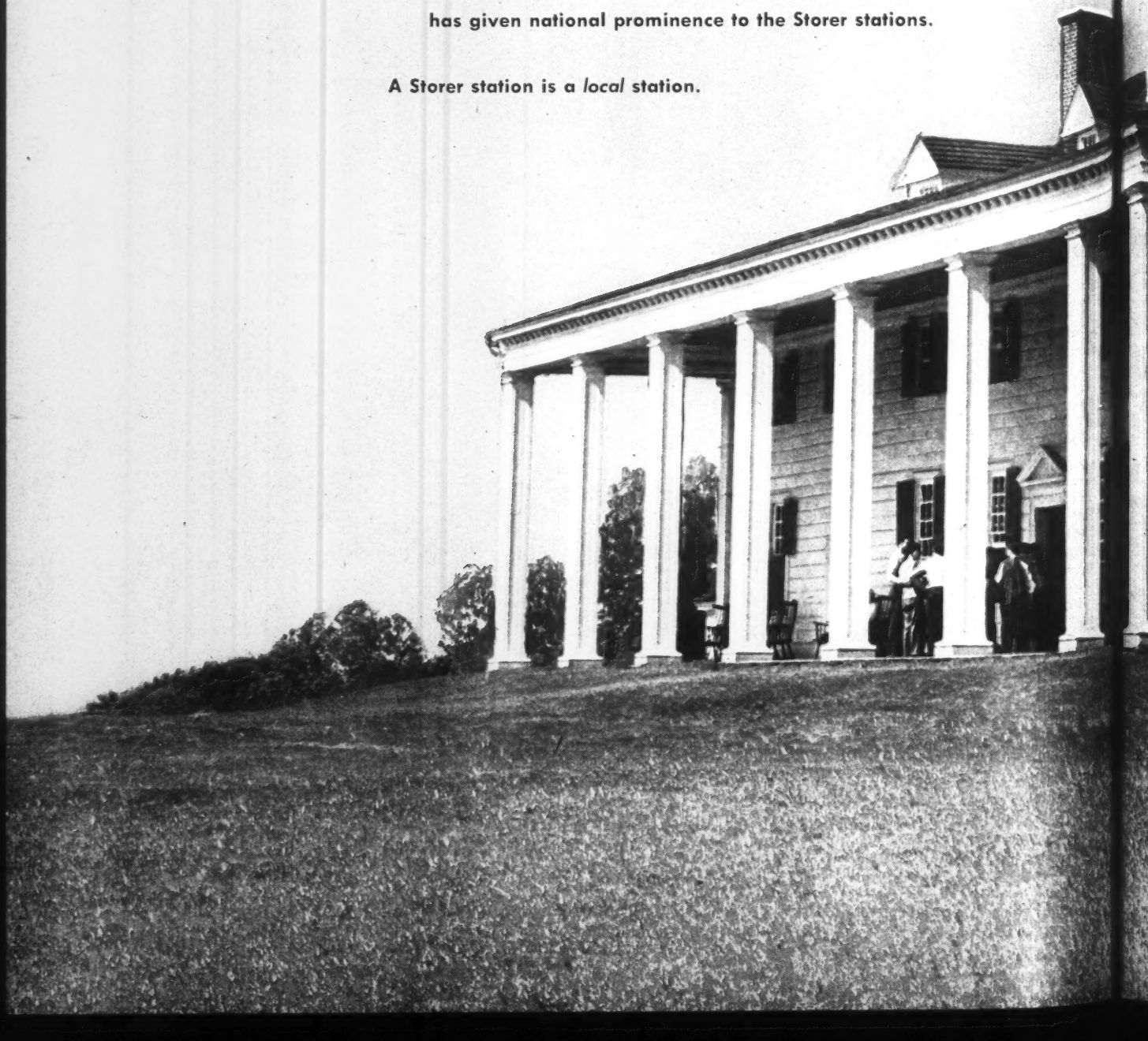
WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

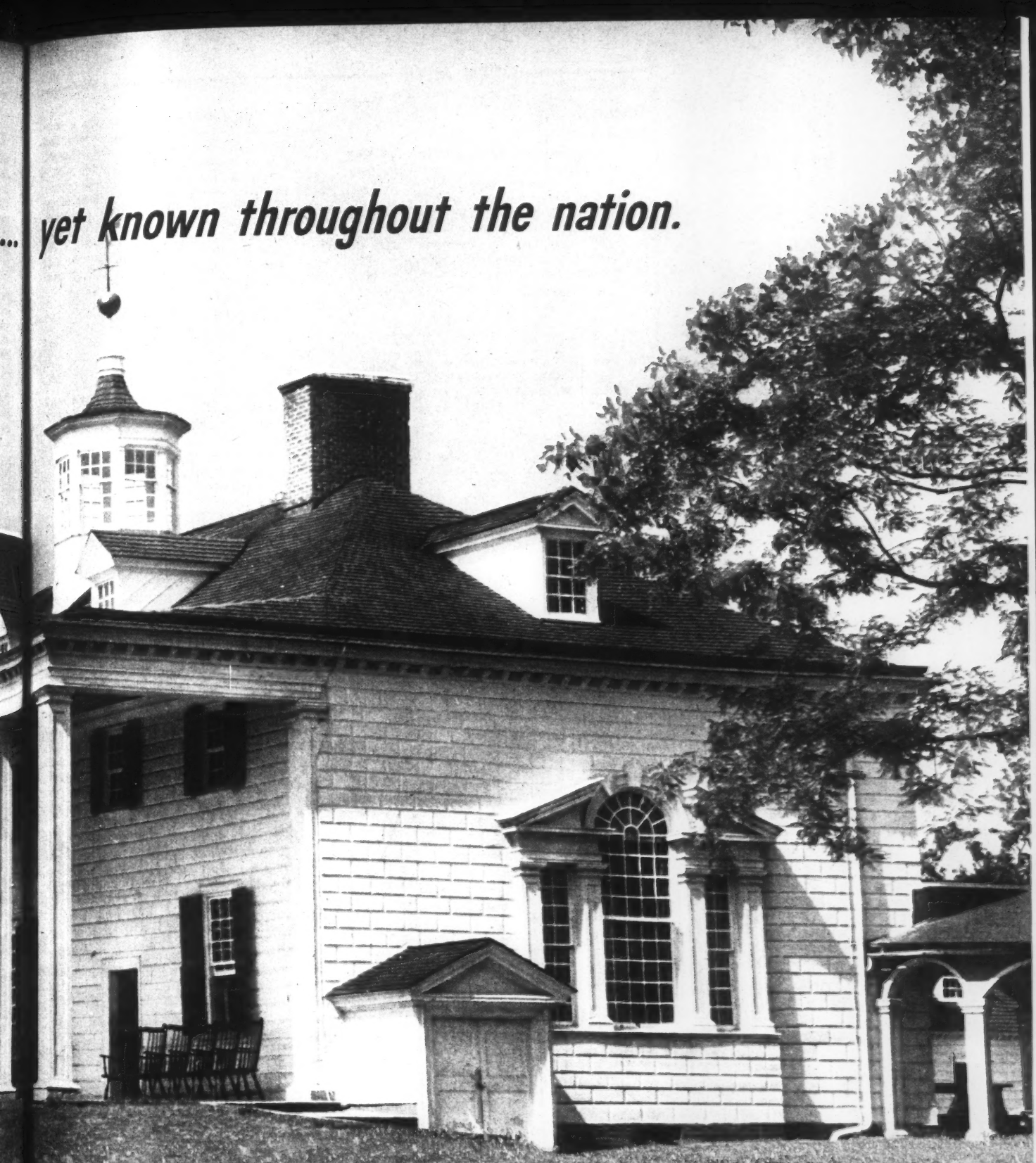
Famous on the local scene... y

It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that has given national prominence to the Storer stations.

A Storer station is a *local* station.





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WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

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GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

FLORIDA PAYGROUND

On Jacksonville's only VHF station you reach an area containing over 374,000 tv sets, at a cost per thousand-family-impressions as low as 33c.

WMBR-TV

Jacksonville, Fla.
Basic CBS
Channel 4
CBS Television Spot Sales

Operated by the Washington Post Broadcast Division

OPEN MIKE

Testimonial

EDITOR:

After having read the May 7 issue of B•T at home last Monday night, I made a mental note to write you this letter. This is the first opportunity I have had to do so.

Actually, this is something I have wanted to tell you for a long time—namely, that your magazine constantly impresses me with the breadth and completeness of its coverage. It is not only that you seem to catch and incorporate items of substantial interest, but your editors have a capacity for condensing the important facts into small space, so that a busy reader is never faced with columns of non-essential or re-hashed material.

I have just returned from a long business trip, and not only missed the NARTB meeting but a good deal that had been going on before and since. Thanks to B•T, I was able to catch up quickly.

Joseph M. Bryan, Pres.
Jefferson Standard Bcstg. Co.
Greensboro, N. C.

Reassuring

EDITOR:

I'm regrettably tardy in thanking you for the very fine "profile" . . . [OUR RESPECTS, April 23]. I always go into one of these things with some reservations, but the manner in which Rocco Famaghetti handled the interview and put the material together was most reassuring . . .

Norman H. Strouse, Pres.
J. Walter Thompson Co.
New York City

Totable Tv—Little . . .

EDITOR:

I don't know whether this photo represents a "first" or not. At least, I never heard of it until we tried it.

So much of our selling is on local participating shows, and this little set proved to be the answer to it by showing the man right in his office what we were talking about. Really, the results were amazing. Needless to say, we have equipped all salesmen for sight and sound.

Harry Stone, Station Mgr.
WRGP-TV Chattanooga, Tenn.

. . . and Large

EDITOR:

. . . We have been extremely active in doing remotes for NBC this winter. . . . Several have been rather unusual setups that we have actually dreamed up ourselves, such as the one from Cypress Gardens where we put a complete studio in a 28-foot speedboat and shot pictures and microwaved them to a shore point.

The most recent is our pickup for NBC's *Wide Wide World* this last Sunday (yesterday) at Eglin Air Force Base. Because of the time limitation and the scarcity of personnel, due to vacations, etc., it was necessary to keep traveling time to a minimum, so the U. S. Air Force sent a special plane from Eglin to load our remote equipment and fly us to the program and back again . . .

George W. Harvey, Gen. Mgr.
WFLA-TV Tampa, Fla.

Succinct and Constructive

EDITOR:

. . . Congratulations on Frank Beatty's work on this whole project ["Sniping at Radio-Tv," B•T, April 9] and his succinct and constructive handling.

Stockton Helffrich, Dir.
Continuity Acceptance Dept.
NBC, New York City

'Now' from N. H. to N. C.

EDITOR:

I noticed the item in the April 23rd B•T relating to the new program *Now* [on WMUR-TV Manchester, N. H.]. I thought you'd be interested to know that we have had a program on the air called *Now* since January 15th this year. Ours is a three-hour program featuring the top music of the week, home town news from 15 or 20 cooperative radio news editors from all over the country, plus sports and news bulletins from our own AP wire, plus on the spot local news and interviews done with our "beeper" telephone. This show runs on Sunday afternoon from one to four o'clock and will shift this week to three hours after the ball game, since we carry *The Game of the Day*. Naturally *Now* is primarily directed to the 70,000 marines and their dependents located in and around Camp LeJeune.

Robert P. Mendelson, Pres.
WJNC Jacksonville, N. C.

[EDITOR'S NOTE: WMUR-TV's 'Now' is devoted to local news of the various communities within the station's coverage area.]

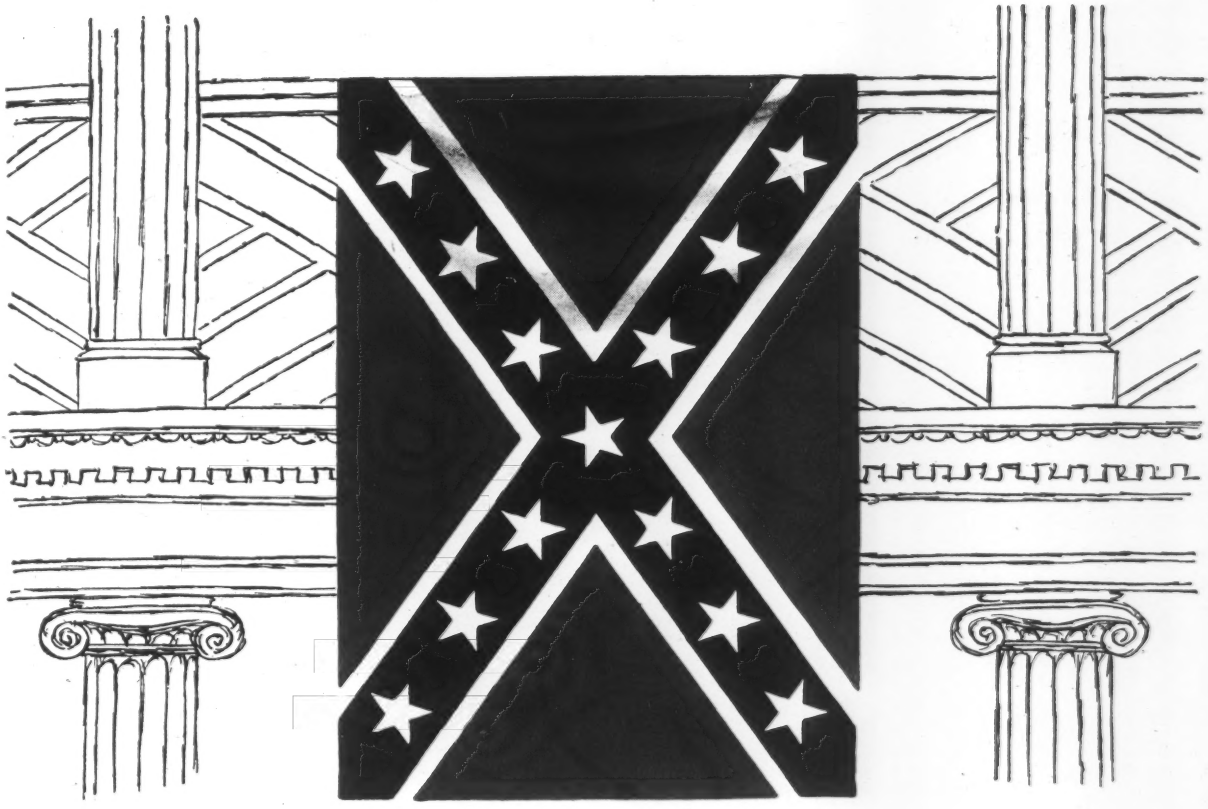
Religious Programs

EDITOR:

We read with considerable interest in your April 9 issue a letter from Mr. Blake Tabor, general manager, KDJI Holbrook, Ariz., con-

WRGP-TV's Gene Goforth takes tv to his prospects.

WFLA-TV's mobile unit gets a lift to Eglin Air Force Base.



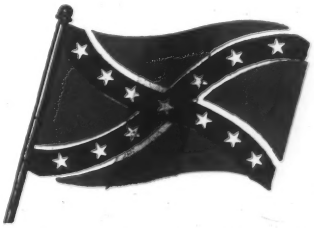
The Quiet Grandeur. .

The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV *belongs* to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

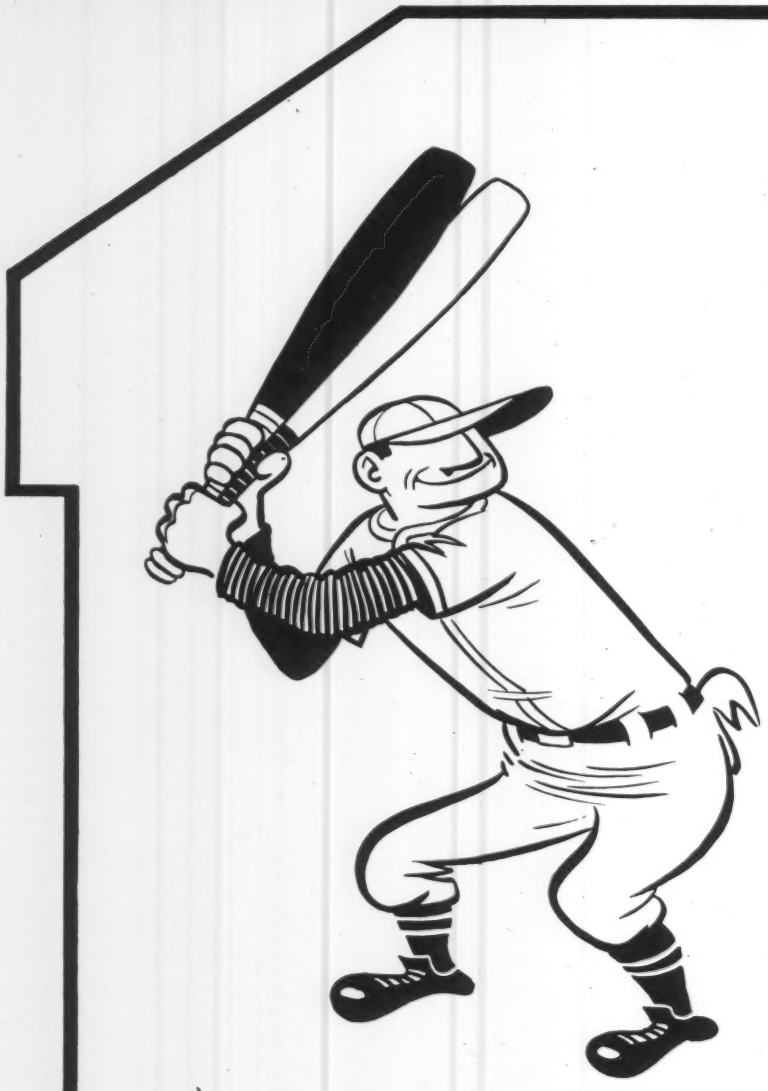


WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager



ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

cerning religious programs, and we must confess to great surprise that Mr. Tabor is a "wee bit unhappy" with the Catholic Church which does not supply him with the *Hour of St. Francis.*

Perhaps we can make him a "wee bit happy" by letting it be known that there are a number of Catholic programs available from various agencies within the church. The National Council of Catholic Men produces the *Catholic Hour* on the NBC network, and *Christian in Action* on the ABC network—the former is in its 26th year of weekly programming, the latter in its 13th year. In addition to these regularly scheduled broadcasts, stations, regardless of affiliation, can secure such programs as *The Family Theatre, The Sacred Heart Hour,* the *Ave Maria Hour, The Hour of the Crucified,* as well as *The Hour of St. Francis,* to mention but a few.

The Catholic Church—and other religious organizations—is always pleased to learn of a station such as KDJI which is so interested in religious programming and, although I can only speak for NCCM, I feel safe in saying that there is an abundance of religious shows available to interested stations.

John B. Mannion Jr.,
Asst. Dir. for Radio-Television
The National Council of Catholic Men,
Washington, D. C.

U and U Alone

EDITOR:

I read with real interest and a great deal of encouragement the article "Where Vhf Isn't, It Isn't Missed" [B•T, May 7].

To me, that's real reporting. To finally see someone get up and go out in the field to prove uhf isn't an experimental service as Mr. McConnaughey persists in stating, is a real accomplishment.

Your entire organization is to be congratulated on presenting a side heretofore kept in the dark . . .

Joseph Meagher, Exec. Sec.
Committee for Competitive Television
Washington, D. C.

EDITOR:

I have had an opportunity to chat with a good many individuals since the publication of last Monday's [May 7] B•T and comments have been not just excellent—but superior! We sincerely feel it was your extremely conscientious approach to the situation that will make it a valued article to the industry.

As for timing—we think you're a genius. Certainly if the uhf vs. vhf separation factor from Chicago east develops—and gets increasing recognition—the uhf story on South Bend-Elkhart becomes that much more provocative . . .

Bernard C. Barth, Vice Pres.
WNDU-TV South Bend, Ind.

EDITOR:

Many, many thanks for your excellent story on uhf in Northern Indiana and Southern Michigan. It was not only factual and represented a lot of digging, but it was darn well written.

Assuredly, the story was a wonderful thing for all of the three uhf stations in this area, as well as the two in Fort Wayne, but it also must have raised the spirits and hopes of every uhf operator in the industry. What uhf has done, and is doing, in this area, uhf can do *any* place if it is just given a chance . . .

Neal B. Welch, Gen. Mgr.
WSBT-TV South Bend, Ind.

BABF (Birmingham Amateur Baseball Federation)

Games on WAPI

Promoting Sports and Team Spirit, WAPI goes into Industrial Plants and Community Centers twice a week.

From the Fields, well known and well liked Maury Farrell and Dan Daniel call the games of:

American Cast Iron Pipe Co.
Stockham Valves and Fittings
Local 1489 United Steel Workers — **Navy**
Cosby-Hodges Milling Co. — **Sayre**
Fleming Transfer Co. — **Huffman**
Jones Valley Sausage — **Chalkville**
Anderson Brass Works — **Brookside**
—and others

WAPI . . . the Voice of Alabama . . .
Alabama's First Station in Public Service

Take advantage of the few remaining spots available

Represented by John Blair & Co.

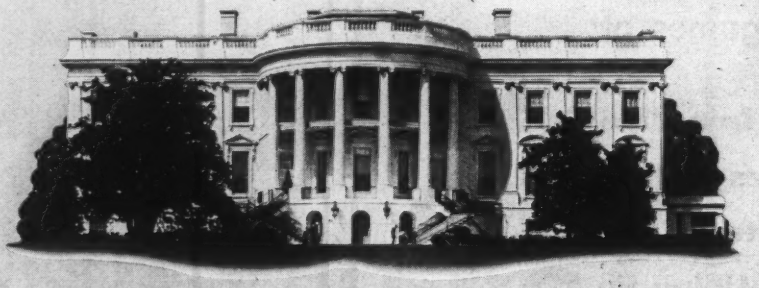
Harry Cummings in Southeast

VARIETY REPORTS ON

the "Bible of Showmanagement"

WBC PUBLIC SERVICE PR

MENTAL HEALTH—"Sing Along for Mental Health" . . . just given special award for its outstanding service in the fight against mental illness, by the National Society for Mental Health.



"WHITE HOUSE CONFERENCE ON EDUCATION"—To further better schools, better teaching, WBC created radio and TV documentaries, covered Conference and local pre-conference activities, is continuing active reports on resulting plans.

All these programs are prompted by a basic WBC belief: *That broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

WBC WESTINGHOUSE BRO

CE PROGRAMMING

BERGEN EVANS—"Of Many Things" . . . voted one of the top five new radio shows in Radio-TV Daily's 14th annual poll of editors.

ELEN PARKHURST—"Growing Pains"... dding stature to broadcasting by helping arents to understand the problems that heir children face.

USE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

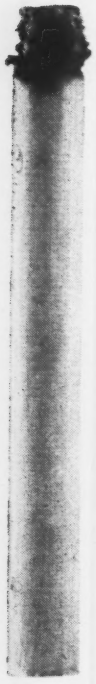
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Westinghouse Way

Westinghouse Broadcasting Co. did itself proud during the past year in the area of educational programming, as it set about developing new patterns for all multiple-station owners and operators, at the same time injecting a high calibre of showmanship into public service broadcasting. It can be proud of its record, to wit: Its Bergen Evans radio series; its unique coverage of the White House Conference on Education in both radio and tv; its pioneering in the field of public education in mental health with its "Sing-Along for Mental Health" campaign; its Helen Parkhurst series.

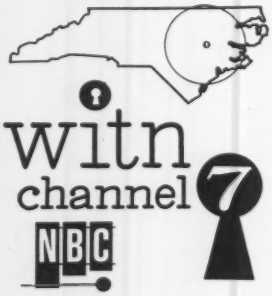
Evans series was a compelling one, built around WBC conviction that there's a large and growing audience in AM for solid intellectual fare, if brightly and sprightly done. However, the major project on which WBC concentrated was the White House Conference on Education—and to increase the impact of the conference on a town, city and state level, and to create a favorable community climate for the big meeting itself, WBC launched one of the season's impressive series—"The Big R"—based on the six-point conference agenda. WBC as such was fully aware of its responsibility to aid the cause of better schools, better teaching—and went about it the right way.

Reprinted from *Variety*, April 18, 1956



ask
a
cigarette
who
knows

i was reared
in the richest tobacco
soil in the world,
under the shadow of
eastern carolina's
top-power nbc-tv station.



serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

our respects

to FREDERICK ARCHIBALD LYNDS

LOBSTERS have made Frederick Archibald Lynds, president of CKCW-AM-TV Moncton, New Brunswick, one of the best known personalities in the Canadian broadcasting industry. This year, as the newly-elected president of the Canadian Assn. of Radio & Television Broadcasters, he will become better known to the industry and also to many Canadians in other walks of life. One of his jobs will be traveling across Canada to attend sittings of the Royal Commission on Broadcasting, which is investigating all phases of the broadcasting art for the Canadian government.

Lobster fishing is a major industry of New Brunswick, and Mr. Lynds has used that fact in promoting CKCW-AM-TV. Each spring he invites hundreds of advertising agency executives, advertisers and broadcasters to lobster parties at Montreal and Toronto. He also has held several such parties in recent years in New York. "Lionel the Lobster" has become his station's trademark.

Fred Lynds is a quiet-spoken person who has spent his entire business life in the broadcasting industry. He was born Nov 7, 1912 in Moncton. At the age of 17 he started doing early morning weather reports for fishermen on CFBO (now CHSJ) St. John, N. B., to make money for college. Then, after three years at Mount Allison U., Sackville, N. B., he joined CKCW in 1934 as an operator-announcer. He had become interested in radio as a youngster when he listened to distant stations on his home-made, one-tube receiver.

At CKCW Mr. Lynds took on every type of job and learned program "know-how" as well as how to get along with audience, advertisers and staff. He became assistant manager, then manager, and shortly after the end of World War II decided to take the next step and buy the station. In 1947 he formed the present company, Moncton Broadcasting Limited, took over control of CKCW as president and managing director and began to lay plans for the eventual development of television. On the 20th anniversary of his joining CKCW, Dec. 4, 1954, Fred Lynds officially put CKCW-TV on the air.

In the intervening years, Mr. Lynds became a well-known personality in his own city as well as in the Atlantic coast provinces of Canada, for he believes a broadcaster should take an active part in the life of his community and should sponsor a great many community activities.

In 1945 CKCW first sponsored the Moncton Music Festival to encourage talent from the Atlantic coast region. The festival is the biggest of its kind in eastern Canada and has become an annual institution with an average of 5,000 participants each year. Its programs are broadcast by CKCW and other stations in the Atlantic coast provinces.

Along similar lines, Fred Lynds has promoted the *Mount Allison Forum of the Air*, a discussion program on current problems of the Atlantic coast provinces, which is aired weekly on seven privately-owned eastern Canadian stations. Participating in the panel are university professors, provincial and federal politicians, businessmen, financiers, union officials and other experts.

Mr. Lynds is a great believer in the local broadcaster being known to his audience. On CKCW-TV he puts on a weekly chat with his viewers, standing before the camera reading excerpts from letters, of which he receives well over a hundred a day, and answering those letters as if the writer were facing him in the studio. To a 10-year boy who wrote in asking that wrestling be put on earlier, he said that wrestling is for older people, adding that "your mother would pull my ears down over my shoulders if I did what you asked."

"We know that we have to be part of the community," he explains, "and in that way the tv station becomes real to the citizens. So far we have been working towards building a superior product to please viewers and advertisers alike. We are confident that this will pay off in the long run."

Active Throughout Industry

Mr. Lynds has not stuck entirely to developing CKCW-AM-TV, but for many years has taken an active part in the development of the broadcasting industry. He has been a director of the CARTB for a number of years and also of the Atlantic Assn. of Broadcasters. He was president of the latter body last year.

He was married in 1937 and now has three sons, Fred Jr., 18; David, 16, and Ward, 13. All three boys have done some work on CKCW-AM-TV, and Ward has been m.c. on children's radio shows.

Mr. Lynds' belief in community activities for a local broadcaster keeps him busy in a wide variety of community jobs, ranging from the local Community Chest to the Board of Trade. He is a Rotarian, an honorary member of the Kinsmen Club of the officers' mess of the Canadian Army and Royal Canadian Air Force, a member of the St. John Union Club, Montreal Mount Stephen Club, Toronto Carelton Club, the Moncton Lakeside Golf & Country Club, Beaver Curling Club and Moncton Curling Club. When he is not busy on communal work or in the broadcasting industry, he just likes to relax with his family.

Another thinly disguised WJR success story

I can't go to sleep until I hear Bob Reynolds!

Unusual? Not really. It's surprising how many people enjoy willful insomnia because of Bob Reynolds and his 11:15 p.m. "Sports Final" on WJR.

A while back Bob interested a potential sponsor. The sponsor knew all about the report on WJR listeners by Alfred Politz Research, Inc.*

But Bob wanted to add the personal touch. He asked listeners to drop him a line telling him where and why they listen.

They did—by the thousands. A university dean was one of a score or more who reported they can't go to sleep until they hear Bob. Another dean, supervisor of dormitories, vowed to get 500 signatures from students who end every day with Bob. And a Toledo executive wrote on behalf of ten of his friends.

A publisher's representative says, "The program is as much a habit as brushing my teeth." Hundreds echo the Ohioan who calls it "the most complete sportscast given by any station or network."

And this happy fellow: "Tell that sponsor that if he sells a product I can use he's tops on my list."

Ah, the listeners! Men, women, students—intelligent, sports-loving, all believing in WJR and Bob Reynolds.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

*Showing, among other things, that 38% of all the people in the area get their sports news from WJR and Bob Reynolds.

CBS

KIRO Publicly Thanks You f

"Since 1948 - - - radio public se distinctive quality"

GEORGE FOSTER PEABODY AWARD
FOR "RADIO PUBLIC SERVICE"
—"DEMOCRACY IS YOU"

"Since 1948, Radio Station KIRO, Seattle, Washington, has broadcast a community development program entitled "Democracy is You." In cooperation with the University of Washington, this station has helped develop community rehabilitation programs in an unique and effective manner. . . . Recently in the struggle between the Free World and Communist ideology, KIRO has made the services of its community relations director available to Far Eastern areas including Japan, Taiwan and the Philippines. . . ." *. . . from the Peabody Citation.*

"CONGRATULATIONS ON WINNING THE PEABODY AWARD. WE APPRECIATE ALL THAT YOU HAVE DONE FOR OUR TOWN."

OLIVER PAKKALA, CHAIRMAN, WINLOCK, WASH., COMMUNITY DEVELOPMENT ASS'N.

"WITH PLEASURE I CONGRATULATE YOU ON RECEIVING THE PEABODY AWARD PLAQUE AND WE AT ANACORTES THANK YOU FOR YOUR EFFORTS IN OUR BEHALF DURING OUR COMMUNITY STUDY. IT HAS HELPED OUR WHOLE COMMUNITY."

GUSTAF N. DALSTEAD, CLARENCE HENNING, CHARLES VALENTINE, RUFUS L. FOX, ANACORTES, WASH., CIVIC OFFICIALS.

"CONGRATULATIONS ON YOUR WINNING THE PEABODY AWARD. THANKS FOR YOUR ASSISTANCE TO OTHELLO COMMUNITY DEVELOPMENT."

M. W. FAUDREE, MAYOR ELECT, OTHELLO, WASH.

"YOUR PROGRAM 'DEMOCRACY IS YOU' EFFECTIVELY BRINGS HOME THE CONCEPT THAT INDIVIDUALS INTELLIGENTLY WORKING TOGETHER CAN SOLVE LOCAL PROBLEMS THROUGH FREEDOM AND SELF RELIANCE!"

H. C. OLSON, CHAIRMAN, EATONVILLE, WASH., PLANNING COMMISSION

And our sincere thanks to the civic leaders of many other Washington communities for similar gratifying messages . . . S. P. Gallagher of **Centralia,** Berl L. Cole of **Clallam,** Rev. John Haugan of **North Mason,** Edward Becker of **Cle Elum,** Gail L. Shaw of **Chehalis,** Robert G. Reid of **Bellevue, Snoqualmie** Community Development Program, Ivor Smith of **Port Angeles,** Ross Walsh and Pat Zimmerman of **Cowlitz,** Wayne Deasy of **Seattle,** Clifford E. Davis of **Seattle,** Dr. Raymond Pinson of **Anacortes** and Frank T. Bell, **Ephrata.**

KIRO WILL CONTINUE ITS SERVICE TO THE AM

for These Kind Words . . .

service of the highest and most

" 'Democracy Is You' is the product of talking; people talking about their problems when they're in trouble; troubled little towns working their way to better things in a democratic manner.

"There are quite a number of people, in addition to these hundreds of people in these small towns, who are gratified by this Peabody Award. But there are three men who deserve special mention.

"They are: John King, former president of the Board of Regents of the University of Washington, who went to Japan and The Philippines and Formosa so that those nations could determine whether they could adopt this program to their needs.

"Dick Poston, distinguished sociologist and philosopher now engaged at Southern Illinois University in a rehabilitation program, from whose book on social studies "Democracy is You," published by Harpers, this program was born.

"Jack Wright, Director of the University of Washington's Community Development Bureau, who makes available the resources of the University so that these people who talk about their need for economic and social betterment are helped along in their endeavor.". . . *from the Citation response.*

For those broadcasters who would undertake a comparable program, the advice of Mr. Poston at Southern Illinois University, who pioneered the work, as well as that of the staff of KIRO will be available.

Saul Haas
President, KIRO

P.S. And thanks to Greater Seattle, Inc., builders of a greater Seattle and the Pacific Northwest, for its more recent local award to KIRO.

S.H.

CBS
KIRO
710 KC • 50,000 WATTS SEATTLE

AMERICAN COMMUNITY

CASE HISTORY — BUILDING MATERIALS

Doubles Sales!

Doubling sales volume in 3 years is a king-sized achievement for an established product—even in mushrooming Southern California.

Sakrete readymix concrete products did it, using just one basic piece of consumer advertising; a daily noontime newscast on KBIG.

"KBIG has been the motive power of our steady rise to the best year in our history in 1955" says John O'Connor, general manager of Associated Products Corporation, Puente, California. "During the period of our relationship, Sakrete business has doubled, and this year to date is substantially ahead of even peak 1955. We are being forced to double our bagging capacity to meet increasing demand."

Sakrete dealerships have climbed in all eight Southern California counties served by KBIG. "Southern California is big, thinks big, acts big" writes Ray Prochnow of Glenn Advertising Agency. "KBIG, covering all Southern California at the lowest cost-per-thousand listeners, is just what we need to do a BIG job for this client . . . which is why we're giving you the overwhelming bulk of our budget in 1956 as we did in '55 and '54."

KBIG can cement your relationships with Southern California's 7 million, too.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

KAY BUSH

on all accounts

IN CHICAGO advertising circles Kay Bush is fondly regarded as "the Pepsi girl"—with appropriate apologies, of course, to Polly Bergen of radio-tv jingle fame.

As account executive at George H. Hartman Co., Miss Bush annually places hundreds of thousands of dollars of time for Pepsi-Cola General Bottlers, Chicago, in that city and other midwest markets. She writes copy, places time and handles public relations activities.

"But," she says with her typical ebulliency, "I'm on Pepsi 99 44/100% of the time. It's a beautiful five-year friendship which is still flourishing."

Kay Bush started her agency career 10 years ago, working on the Kaiser-Frazer account with the now extinct Swaney, Drake & Bement agency in Detroit. A native of Ardmore, Okla., she attended high school in San Antonio, Tex., and later went to the U. of Arizona. (While in high school, she became a regional champion in shorthand but flunked typing.)

Miss Bush wanted to pursue dramatics or radio while in college but, when family finances failed, she left school and set out on a singing career ("equipped with a voice slightly lower than Tallulah's and a piano technique far short of Liberace's"), traveling throughout 46 states and seven or eight countries. During World War II she was a secretary at Curtiss-Wright Airplane Corp. in Dayton, Ohio, and worked in the same capacity for the president of an appliance distributor.

After 30 months' service with Swaney, Drake & Bement, starting in January 1946, Miss Bush moved to Chicago and worked for a succession of organizations including Maxon Inc., Carroll Dean Murphy Inc., the Canned Pea Assn., Wakeman Adv., J. M. Hickerson Inc. and, finally, Buchanan & Co. She sums up those years thusly: "I progressed rather erratically from executive secretary to timebuyer to media director to copywriter to account executive."

Miss Bush joined Buchanan in 1952 and was assigned to the Pepsi-Cola Bottling Co. of Chicago account (now General Bottlers). In January 1953, when Buchanan folded its Chicago operation, she moved with the account to George H. Hartman Co. Today, Miss Bush services Pepsi in Chicago, Kansas City and Des Moines, placing spot announcements in those markets and concentrating solely on broadcast media. She also handles regional advertising for Schweppes Ltd. since Schweppes is bottled in Chicago by Pepsi-Cola.

Miss Bush is an ardent boat fancier and has her own 40-ft. cabin crusier. She is single and lives on Chicago's north side.

NOW

National Spot Advertisers are buying WFLA-TV

2 to 1

IN FLORIDA'S SECOND MARKET!

And with good reason! WFLA-TV punches your sales message into a 30-county area where there are 301,900 TV homes* . . . where retail sales topped a billion and a quarter dollars last year . . . and where expanding payrolls are creating increased buying power year 'round!

And remember—the TAMPA-ST. PETERSBURG metropolitan market — *Florida's 2nd and America's 37th Retail Market* — is right in the shadow of the WFLA-TV 1057 foot tower . . . tallest in Florida!

For top-rated availabilities, see your BLAIR-TV man.

*(*Telepulse—Nov.-Dec. 1955)*
(2 to 1 figure, Rorabaugh)

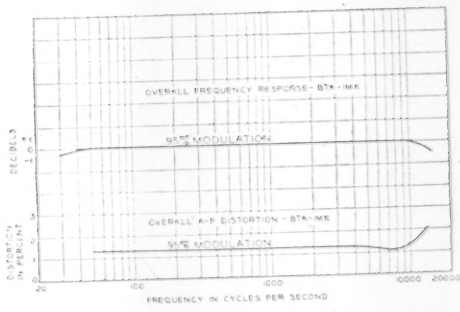
wfla-tv channel 8 NBC
TAMPA ST. PETERSBURG
NBC Basic

National Representative—BLAIR-TV Inc.

NEW! 500 WATT and 1 KW RCA AM TRANSMITTERS

TYPE BTA-500MX • TYPE BTA-1MX

for economical and reliable broadcast operation



Typical BTA-1MX/500MX frequency response and distortion curves... AM radio at its clear, crisp best!

These two new transmitters are designed specifically to meet critical broadcast needs. Both provide maximum adaptability for dependable remote control operation.

Simple to install and maintain, they offer maximum efficiency and economy in continuous broadcast service. The RCA "MX's" are today's best transmitter buy with outstanding performance features to meet today's competition.

SUPER PERFORMANCE—Here's proof of outstanding performance. Lowest distortion ever . . . less than 2% typical at 15,000 cps. Wide-range frequency response . . . essentially flat between 30 and 15,000 cycles. Bi-level modulation incorporated in both units means absolute minimum distortion, reduced carrier shifts, over-all increase in broadcast efficiency. Conservatively rated components and cooling add long-life reliability.

SIMPLIFIED OPERATION—Single control tuning located on functional front panel is the only control needed for all normal adjustments. The crystal oscillator trimmer can be adjusted through the front panel while the transmitter is in operation. Filament voltages on all transmitter tubes can be adjusted from the operating panel.

SPACE SAVING . . . TUBE SAVINGS—Important space savings are achieved with only 6.2 square feet required overall. Operating with fewer tubes and fewer tube types (15 tubes in the 1MX, 14 in the 500MX and only 4 types), the problem of stocking tubes is helped from a space-saving as well as a money-saving standpoint.

COMPLETE ACCESSIBILITY—Vertical construction, exclusive at these powers, provides instant access to all components for visual inspection or ease of replacement.

See your nearest RCA Radio Broadcast Sales Representative or write for brochure containing complete technical specifications. In Canada: RCA VICTOR Company Limited, Montreal.

REMEMBER—RCA TRANSMITTERS HAVE THE HIGHEST RESALE VALUE OF ANY TRANSMITTER ON THE MARKET!

TOP QUALITY AT A NEW LOW PRICE!

500 WATT TYPE BTA-500MX $3995*

*1 KW Type BTA-1MX $4685**

**Complete with operating tubes and crystal, F.O.B. Camden, N. J.*

Prices subject to change without notice.

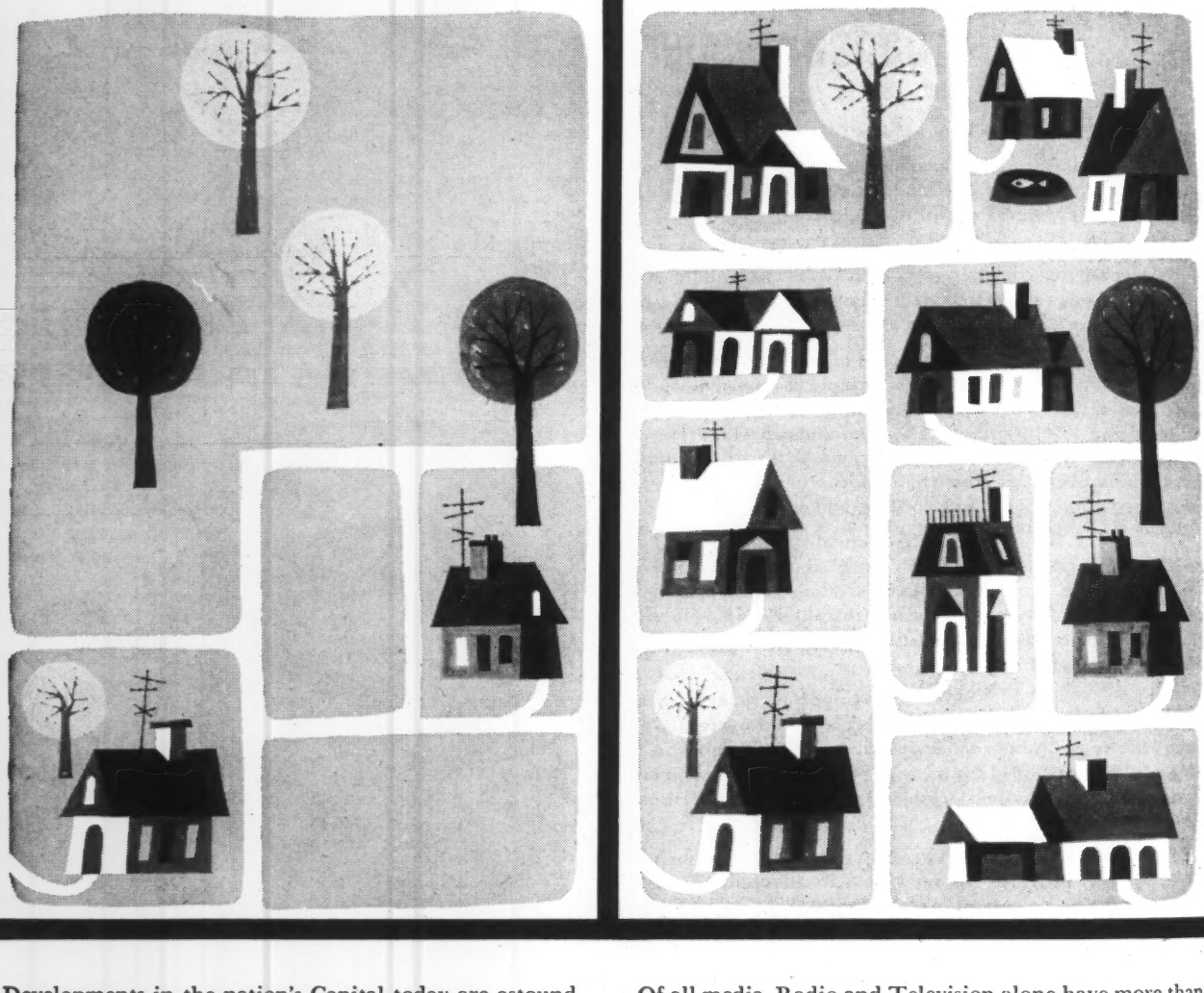
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

CAPITAL BOOM . . .

. . . . . IN FAMILIES!



Developments in the nation's Capital today are astounding. Everywhere you look, things are booming . . . business, building, bank balances and *babies*.

Population has nearly tripled since 1930. It's up 24% in just the last five years, making Washington today the second fastest-growing market in the entire nation. And during these five years, enough new dwellings have gone up to house all the families in a city the size of Omaha, for instance, or Jacksonville, or Sacramento!

Of all media, Radio and Television alone have more than kept pace with this expansion. And WRC and WRC-TV, Washington's *leadership* stations, attract more and more of the Capital's mass audience. In five years, *WRC's average weekly audience has increased 35% . . . WRC-TV's has more than doubled!*

To capitalize on the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

May 21, 1956 Vol. 50, No. 21

FREE LOADING ON THE AIR: BIG TRADE IN SHADY DEALS

The years-old but not honored business of planting free plugs on radio and tv shows is still going strong. This is a B•T report on the current status of that practice and the people who work it, complete with documentary evidence—presented for the first time—on how one of them has operated. Here also is the story of the sizable efforts networks and sponsors are making to pull out the plugs.

But as the brakes are applied to the one, another device is getting out of hand: that of getting extensive promotion in return for supplying prizes, sets, props, wardrobes and the like for broadcast productions. Lawrence Christopher, B•T associate editor, reports the situation today.

WANT a "complimentary" plug for a product or service planted on a top television or radio show for a mere $250?

It can be had. All you have to do is give the go-ahead, say what you want plugged and how often. You'll get an off-the-air recording as proof of performance, and then you pay.

This practice (which began in the movies, hit its stride in radio and then invaded tv) is an open secret in the entertainment industry, but one usually handled on an under-the-table basis. The practitioners are bolder now. B•T has obtained a photostatic copy of a letter sent by one of them offering its services to a prospective client. It is illustrative of how businesslike the once-informal free plug arrangement has become (see story, page 33).

This is not to say that plug planters are always successful. Network executives and sponsors are waging an increasingly stern war against such free loading and say that careful editing has trimmed plugs to a fraction of their volume a year or five years ago. They call it a parasitic practice, but realize that the plug cleverly concealed in the script or ad libbed cannot be completely eliminated.

Now network officials report they are turning their efforts to a review of the trade deal field. This includes merchandise offered by manufacturers at no cost for use as giveaway prizes in return for on-air credit. They see a tendency in some quarters toward demands for excessive credits or tie-in promotion on other shows. Such trade deals are considered legitimate, necessary and even desirable by most producers, because program budgets do not allow for purchase of prizes. But the demands for longer credits and extra promotion are leading them to reconsider the practice.

Similarly, networks and independent tv producers are taking another look at a still different aspect of the trade deal. For years they have relied on manufacturers and specialized agencies to supply them at no cost with complete scenes, stage sets, major props, gowns and furs (with and without commercial identification) in order to keep their production costs as low as possible. These suppliers are not the more familiar Hollywood costume rental or prop rental firms. Normally, the supplier gains an end-of-program credit line or visible identification or exposure for the product within the program in return for the free use of the props.

Such on-air exposure usually is fleeting or mere background, but because of some abuses where cameras focus too long or unnaturally on a brand name, network executives and some producers are thinking out loud about this problem more frequently. There is, however, no expectation that this type of trade deal will lessen, since production costs have become an increasingly important problem.

Tv Tempts The Pluggers

A number of Hollywood network officials feel that impact and commercial value of television are making the plug business progressively more alluring. They note as a result that the parade of promoters trying to crack this unique market keeps marching on.

"There is always someone new who thinks he can beat the game," one spokesman told B•T last week. "But most of them go out as fast as they get in this business and even one of the few who reached the top eventually went broke."

Legitimate suppliers of prize merchandise and program props, especially those who have served producers for many years and enjoy industry confidence comparable to an advertising agency or public relations counselor, are outspoken in their criticism of the "plug artists who muddy up the water, don't help anyone but themselves and the guy they pay off and who are giving our business a black eye."

They resent encroachments into their field by those whose business practices they feel do not measure up to their own ethical reputation. One even dislikes identification in the same news story because of the unfavorable connotation of association.

When the exposure or credit is criticised, the producers point out that the public demands authenticity and explain it is senseless to "mock up" a Ford or Plymouth to look like an unknown brand because the public would laugh at the effort. Similarly, some plug artists insist that their plants are rendering a service because they offer their clients' products for use only in natural settings where they belong, enhancing the scene by lending reality.

The free plug promoters will still tell you they can put your product on Milton Berle, Bob Hope or *Climax* for the standard "fee" of $250 per "insertion" or "plant," but network representatives will show you their continuity acceptance or editing logs to prove that "paid plugs" are censored as fast as they are planted.

Network editing logs often refer to deletions as "paid plugs" even though there is no legal proof that a commercial mention actually is a "plant." But the frequency with which the same commercial identifications pop up in script after script from one program series to another "leaves us with but one conclusion, someone somewhere must be working and he isn't working for nothing," a tv executive said.

The only "pay" there ever is in one of these plugs is the $250 collected by the promoter who plants it and the overworked case of whiskey or other favor (rarely money) which quietly finds its way to a producer, director, writer or actor who "cooperates."

Some name talent, rarely in need of the "gift," are said to go along with a plant if it is a good gag or "appropriate" to the story situation and just to help a member of the staff who was contacted by a plug promoter.

The network and the sponsor never see anything of the free loader except his air credit when he sneaks through editing checks. In some instances, plugs are repeatedly cut out of script revisions but talent ad libs it anyway.

Besides the tightening of network policies, the

CBS TELEVISION

EDITING REPORT

DATE: Dec. 14, 1955

TO Don-Monya, Inc. ATTN: Mr. Jim Morgan

RE DO YOU TRUST YOUR WIFE (Show #2 - cut version)

RECEIVED Dec. 13, 1955

The above script is herewith approved for presentation on the CBS Television Network, with the following exceptions:

Page 11, line 10: THE DINERS' CLUB.

Page 24, line 26: THE SUPER CHIEF

Page 28, line 14: BLUE CROSS

Page 28, line 15: BLUE CROSS

Please delete these plugs.

Page 24, line 15: BERGEN: Aren't you just a little old for petting in cars?

Please substitute "necking" or something similar.

cc: Mr. Ben Feiner

Please submit revised pages for final approval.

WM. H. TANKERSLEY
Director of Editing, *Hollywood*

By _____
Editor

THIS COPY of an actual editing report on a CBS-TV show illustrates how the network seeks to combat the practice of planting free plugs in broadcast scripts.

paid plug promoter is finding hardships in other quarters. Internal Revenue action has had its effect in cases where expensive "gifts" for co-operating with planters have been accepted too frequently without reporting their dollar value on tax returns.

The trend toward film is taking its toll. Even though many independent producers have been a fertile field for the plug artist because of the movie precedent, the producers are becoming more reluctant to permit unnecessary inserts or excessive credits. Networks are eyeing the rough footage of their film shows more critically and requesting clips. Conflicts also are cropping up between the plugged product and prospective sponsors for syndicated re-runs, thereby reducing the chances of a film to capture re-run income which many producers consider their sole profit margin.

William H. Tankersley, director of editing, CBS-TV Hollywood, told B•T his staff has been increasingly successful in recent months in cutting to a bare minimum the number of "paid plugs" or unnecessary commercial references in his network's program (see box above), although he admitted it is difficult to control live program ad libs. Mr. Tankersley explained he and his associates see too many repetitious company or brand names in scripts to believe their use is purely coincidental and the innocent fruit of a creative imagination. But he does not rule out this latter possibility.

In a sense, "paid plugs" is a working term often used by the editing staff in cutting undesirable commercial references regardless of their legitimate or illegitimate birth, he indicated. "But you can't discount the paid plug angle when one of these promoters calls you on the phone to complain about how tough it's getting to make plants, asks you what's the trouble and wants to invite your editors out to lunch to talk it over."

Mr. Tankersley said as many as 10 plugs were deleted from a single show in the past month, and produced the editing reports indicating plugs which had been censored from current shows. At random, they showed that a Pan American Airways tie-in credit on the *I Love Lucy* "Return Home" show had been shortened while Diner's Club plugs were deleted from a current *Our Miss Brooks* and a Pepsi-Cola reference was clipped from the May 5 *Climax*. Jim Clinton Clothes was scratched from the April 22 Jack Benny show and Tv Dinners was clipped from the April 12 *Shower of Stars*.

Blue Cross was eliminated from the May 29 *Red Skelton Show* and American Airlines lost a plug on Mr. Skelton's May 22 program. The Skelton show also lost references to the movie "Picnic" on another show. Repeated references to ginger ale on the April 3 program were cut. The April 3 log also showed "Tobasco plug noted and cut."

Diner's Club and "Picnic" didn't make the March 15 *Shower of Stars* because of a sharp editor's eye while recent log checks of *Do You Trust Your Wife* included such notations as "plug for Jim Clinton," "excessive plug for the Trucking Assn.," "cut Mobilgas Flying Red Horse plug" and "delete question which is set up to plug Puss 'n Boots Cat Food."

Mr. Tankersley indicated that although other networks may pass commercial references in gags or situations where they are necessary or quite appropriate, his editors now are bearing down and deleting many of these situations as well.

CBS-TV New York officials last week informed Hollywood production sources they were upset about an incident on the May 10 *Bob Crosby Show*. They wanted to know why for "no reason at all" just before a Toni commercial Mr. Crosby pulled a package from his pocket and said "I think a Lifesaver would taste good right now" and offered some to his audience. New York executives described this as "the grossest kind of violation of policy" and speculated that sponsors wouldn't be very happy with such plugs "backed up" to their commercials.

On last Wednesday's *Bob Crosby Show* (sponsored that day by Gerber and General Mills) the star demonstrated a Polaroid Land camera, taking pictures of the tv camera crew while on the air and then showing the developed prints to the audience.

Howard S. Meighan, vice president in charge of the CBS-TV Western Div., confirmed what he described as the network's success in curbing the paid plugs from program scripts and films. He commented that Red Skelton personally is very much opposed to allowing planted plugs on his program "and hits the ceiling" when he learns of a pay-off, but this doesn't stop promoters from trying to get them on the show.

Mr. Tankersley said that his present concern is reviewing credits for prizes on quiz and give-away shows, especially the amount of time devoted to minor or relatively inexpensive items. In this informal study he has worked up a table of comparative values using a rough estimate of manufacturer's cost for the prize as against the amount the program sponsor is paying for the same proportion of time in his commercial. The examples were picked from among current programs, he said.

On one show a fountain pen set prize estimated to cost the manufacturer about $4.50 was plugged for eight seconds (with visual exposure by telop for five seconds). At the rate the sponsor paid for his commercial time, the pen set manufacturer received $864 worth of "free" air time.

A $1.50 shoe shine kit supplied by Mack Agency received a seven-second telop identification valued at $756, according to the table, while a $2 perfume prize supplied by Dick Fishell got a 13-second credit (10 sec. telop) worth $1,404. Mack Agency also supplied a vacuum cleaner estimated to cost the manufacturer $50 which got 12 seconds (3 sec. telop) worth $1,296.

Bean-Rose & Assoc. supplied several prizes listed in the table. A Universal clothes dryer costing the manufacturer perhaps $100 got program credit of seven seconds (4 sec. telop) valued at $756 while a Universal gas range of about the same cost got eight seconds (4 sec. telop) worth $864. A Voice of Music Corp. tape recorder ($50) and a VM phonograph ($100) each came up with five seconds (3 sec. visual) worth $610.

A cooker supplied by Frank Christl as a prize was estimated at $10 and it got six seconds credit (3 sec. telop) worth $723.

Mr. Tankersley said the network generally has no trouble with credits on sets or props provided by commercial interests. Things which of themselves are not visually identifiable are given a credit line at the close of the show if the value exceeds about $250. On-air exposure, however, cannot be a deliberate camera play such as fixing on the brand name of a typewriter when viewing a letter being typed by a secretary, he explained.

A few months ago, CBS-TV revised its policy of handling credits to airlines which furnish contestants with transportation. Now the credit must appear on the same show on which the contestant or guest is involved and visual identification has been confined to a logotype illustration, Mr. Tankersley noted.

Robert Wood, continuity acceptance chief

HERE'S HOW ONE MAKES THE PITCH

WHAT does a pitch soliciting someone to engage in "paid plugs" sound like?

A letter considered by many to summarize what has been known to exist as standard practice in the anonymous field of paid plug promotion has appeared under the letterhead of Promotions Unlimited, 8746 Sunset Blvd., Hollywood 46, Calif. Under a March dateline, it solicited an unidentified association account.

James M. Cross, partner in the firm with Vici Raaf and Mary Rothschild, told B•T last Tues-

day "this letter is no longer applicable to the situation." He said "the secretary who typed it is no longer there. She was doing me a favor by copying an old letter."

Mr. Cross was first contacted on May 7. Asked if he would supply information about his company and its services for a news story, Mr. Cross consulted his partners and replied, "We really don't want any publicity. You see, we're in the public relations business and we screen our publicity very carefully." Mr. Cross added that Promotions Unlimited is engaged in "product promotion" and handles public relations for institutional groups as well.

In a personal interview May 8, Mr. Cross asked: "Why are you picking on me? There are so many big operators in this field." He said he had been in business only six months and "we get business any way we can get it. This is a very competitive field." He explained that his company is supplying prizes for contest programs and props and set dressings for tv and film producers. "If people want to give away stuff free, we help them," Mr. Cross said.

Asked about the paid-plug business, Mr. Cross pointed out that "newspaper columnists have been notorious in this field for years with their due bills at clubs and restaurants." He concluded the May 8 interview, "I don't want to be quoted and I don't want any publicity."

B•T telephoned Mr. Cross again last Tuesday morning and gave him details of the letter on Promotions Unlimited stationery. He then related it was no longer applicable.

Reminded that he earlier had indicated his firm was not in the paid-plug field, Mr. Cross replied, "I didn't say I wouldn't engage in the field."

He explained, "If there's a buck in the street, I'd pick it up. Wouldn't you bend down to pick it up?"

Partial text of the letter follows:

PROMOTIONS UNLIMITED
8746 SUNSET BOULEVARD
HOLLYWOOD 46, CALIFORNIA
CRestview 4-7341

James M. Cross
Vici Raaf
Mary Rothschild

March 15, 1956

"I had a long conversation with _____ who suggested that I write you with full details regarding our specialized, promotion and publicity service, as it would apply to your association. We are in the business of arranging effective and complimentary insertions of product names and services in the top ranking coast-to-coast radio and television programs, and feel that a great deal of desirable promotion could be arranged for you through this medium . . .

"Please note that although the fee shown in the enclosed outline is $250.00 for each insertion, this is the fee for commercial product names and would not apply in your case. Our regular fee for institutional promotion, such as yours would be, is only $200.00 per insertion . . .

Sincerely yours,
James M. Cross/mc
Promotions Unlimited."

Here is partial text of a letter to an individual firm:

"We work very closely with the writers, producers and stars of top ranking coast-to-coast radio and television programs of the popularity of Jack Benny, Milton Berle, Bob Hope, Bob Crosby, Martha Raye, etc., in order to promote and publicize our clients' brand names. When a situation occurs in a script where it is possible to effectively mention a well known brand name, we arrange to have our clients' trade names inserted. It is our business to look for and arrange these situations.

"We carefully screen each proposed mention so that all insertions made for you are completely complimentary and effective. No plant is left to chance. Clearance is always made through our office on all plants, so that you are assured of exactly the type of prestige promotion you desire.

"If you are interested in slanting your promotion in a particular direction, it is possible for us to work along copy lines suggested by you.

"We advise you in advance of each plant arranged for you, so that you and your associates have the opportunity to catch the insertion as it actually goes over the air. In addition to this advance notice, we take an aircheck of the actual mention for you and furnish you with a recording of the plants as proof of performance at the end of each month with our billing for that month. The recorded aircheck give you a permanent record for your files of our work for you.

"Our fee is $250.00 for each plant, and there is no billing unless a plant is actually delivered to you. We bill at the end of each month only for the plants made for you during that month forwarding the aircheck at the same time. *It is important to note that no payment is asked for, nor due us, until after we have completed our end of the bargain.*

"You have no doubt heard many product names mentioned on network programs which were arranged in this manner, since such accounts as Paper-Mate Pens, Life Savers, Tabasco Sauce, and many others, have been using this type of promotion for many years.

"You realize, of course, that it would be impossible to purchase this network coverage for many, many times the fee involved. The plants arranged for your brand name would be in the "body" of the network programs, where they would receive the benefit of maximum listeners and, naturally, maximum potential buyers of your product. You can imagine the impact of a completely complimentary and effective insertion of your product name in the story line of programs like Jack Benny, Bob Hope, Milton Berle, etc.

"Our operation is extremely flexible. No formal order is required. We would commence our service for you upon receipt of a letter from you, authorizing us to arrange the number of insertions you wish. We recommend an initial campaign of 10 to 20 insertions of your brand name or names. The number of monthly insertions can be controlled, according to your wishes. In other words, if you would like us to arrange a maximum of 20 plants on the basis of four per month, this figure can be adhered to. Or your order for the total number desired can be blanketed over a six-month or yearly period, with billing as the plants are delivered each month.

"We know that we could do a wonderful job for your brand name, and feel sure that an initial campaign such as we propose would launch us into an association of many years, and, certainly, would make your trade name one of the best known in the country."

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at NBC-TV Hollywood, told B•T his staff now is able to delete at least 90% of the planted plugs and feels considerable progress has been made in reducing the practice to a minimum.

Mr. Wood said NBC-TV generally will go along with a commercial mention if it is common usage such as Blue Cross symbolizing medical insurance plans or Arthur Murray signifying dance instruction, but the reference must be necessary to the gag or story plot and appropriate. He said all obvious plants regardless of their use are deleted.

NBC-TV producers in some instances employ props supplied by commercial firms just as do outside producers to cut production costs, although the network has no definite policy in this area. Value usually must exceed $200 to earn a close-of-program credit and on-camera identification can be only as general background where appropriate in the script.

Mr. Wood indicated he also is reviewing the matter of credits for prizes on quiz and give-away programs and feels that in some instances minor items are getting too much air time, although the gifts do have some degree of entertainment contribution to the program. Principal Hollywood shows with gifts or prizes on NBC-TV include *Truth or Consequences*, *People Are Funny*, *Queen for a Day* and *This Is Your Life*.

Mr. Wood said the trade generally is quite familiar with the paid plug practice and knows who are the promoters, but he said he never has seen a pay-off for a plant.

Dorothy Brown, in charge of continuity acceptance at ABC-TV Hollywood, told B•T her department "gets 99% of the paid plugs" out of scripts and films but it is "just wishful thinking to try to completely eliminate this insidious practice." It will show up ad lib, she said. Rather, she tries to use moderation in controlling the problem and seeks the co-

operation of writers and promoters by making them understand that if a plant is made it had better be appropriate ("if it's a gag I tell the writer it better be funny") and any "gift" to a writer or actor must be inexpensive.

However, she considers it a "knife in the back" when the parties are uncooperative and ad lib an insertion after deletion. "Then I go after them with a vengeance," she said.

Miss Brown believes there has been a "rapid decline" in the paid plug field and said "it isn't one-twentieth what it was five years ago." She believes the prize credit field today "is much more difficult a problem" than the paid plug area. "It used to be a prize donor was content with a one-line mention but now some are demanding 20- and 30-second credits," she explained. Miss Brown indicated she is reviewing the practices in the prize credit field looking toward possible policy revisions.

Producers of major prize shows in Hollywood are dead set against allowing paid plug plants on their programs. As for air credits for the prizes or gifts, they believe the gifts are distinct entertainment factors and reasonable mentions are desirable. "It means much more to say you are giving a contestant a name-brand refrigerator instead of just a refrigerator," one producer said.

Veterans in the business of arranging prizes for top quiz or gift shows, such as Chuck Forman of *Queen for a Day*, Irv Atkins of *People Are Funny* and Ed Bailey of Ralph Edwards' *Truth or Consequences* and *This Is Your Life*, generally have their own contacts with major brand manufacturers although they sometimes use recognized firms such as Ellis E. Craig's Universal Agency. Ralph Edwards is credited generally with starting the prize giveaway with *Truth or Consequences* on radio and Mr. Bailey negotiated the first tie-in with Bulova Watch Co. 16 years ago. It still is in effect.

Hollywood Is Headquarters

Mr. Craig told B•T that about 80% of the trade tie-ups are in Hollywood (tv, movies and radio) while the other 20% are arranged in New York. He identified Walter Kline & Assoc. as the "grand daddy" supplier of props, specialized services and commercial trade deals in the motion picture field but said his firm, Universal Agency, since 1948 "has charted a completely new field of ethical practice" for tv and radio where services of props, complete sets and prizes are required. Clients include TWA, Packard and Studebaker, among others.

Mr. Craig described this function as "promotional advertising" and is just like "buying regular advertising for cash but one step removed." He insists on procedures and policies comparable to the normal advertising or public relations counselor and is on a retainer basis, he told B•T. "If a prop or prize service isn't good for the network or program producer, then it isn't good for my clients," Mr. Craig explained. "There must be reciprocity and the use of the tie-up must be normal, natural and good." High production costs of tv shows has made this service necessary to the industry, he noted.

Mr. Craig described the practice of paid plugs as "semi-bribery" and a disservice to the entire industry because they are one-shot under-the-table deals which benefit no one but the promoter and the program writer or talent cooperating with him. No service is rendered the program or producer, he said, and the practice of charging a fee for each plant makes the business self-destructive. Only a rare few have been able to survive, Mr. Craig noted.

Mr. Craig, through Craig & Reid Adv., also performs usual advertising agency functions for accounts such as Sunkist Growers Fresh Juice Div., Las Vegas Resort Hotel Assn., Lan-lay Cosmetics and D. H. Johnson Co. (dress manufacturer) which also use his promotion services in the prop and prize field.

Walter Kline & Assoc. was founded 38 years ago by Mr. Kline to handle commercial trade deals and promotional services in the motion picture field and built up a major supply of props and sets which are available to producers. Since his death about a year ago the firm has been operated by his daughter, Betty Kline, who told B•T the company operates on a retainer basis for a big list of "blue chip" accounts which have been with the firm almost since the start. "We are in a sense lobbyists in the communication field," Miss Kline said.

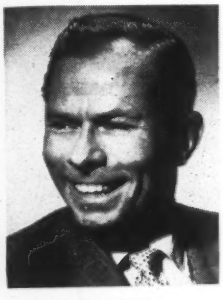
A newcomer offering props and prizes is a Hollywood firm called Promotions Unlimited, although the company earlier this year was identified with solicitation of paid plugs on major tv shows (see separate story, page 33). The solicitation is no longer applicable, according to partner James M. Cross.

Adolphe Wenland in earlier years publicized himself as "king of the give-aways" and was prominent in supplying prizes for radio and tv give-away and contest programs. Additionally, he planted paid plugs on major shows, according to his national publicity.

Earlier this year he retired because of his health but his firm, Adolphe Wenland & Assoc., has been purchased by Ben Brown, now president, and his partner, Charles Keilus. They have nearly 70 accounts participating in prop and prize services for producers.

On Coast for B•T

BILL L. MERRITT, former Official Films salesman and a veteran in broadcasting and related industries, joins B•T today (Monday) as western sales manager with headquarters in Hollywood.



MR. MERRITT

Mr. Merritt, 37, is a native Californian and attended U. of California. He began his broadcasting career as an announcer with KPMC Bakersfield, Calif., and later NBC, both positions held before World War II. Following military service, he joined CBS as an announcer-producer, leaving there in 1947 for Raymond Morgan Co., Hollywood. At Morgan, he was producer-director of *Hearts Desire* for Philip Morris and associate producer of *Queen for a Day* for Alka-Seltzer.

In January 1950 he moved to DuMont Broadcasting Co. as account supervisor. In April 1951, he became a radio-tv account executive with Wyatt & Schuebel, switching to Motion Pictures for Television in 1953 as a film salesman. He joined Official in September 1955 and prior to returning to California, Mr. Merritt and his wife made their home in Westport, Conn.

B•T's west coast office is located at 6253 Hollywood Blvd., Hollywood 28: telephone, Hollywood 3-8181. Associate Editor Lawrence Christopher and Virginia Bialas also are in B•T's Hollywood bureau.

Although the partners explained that the paid plug field is the side of the business not usually talked about, "we still plant" in situations where the product naturally belongs. Mr. Keilus said Budweiser beer is one product "planted" by the company. Other typical accounts include Winchester rifles, Ronson lighters, Star Kist tuna, Turtle wax, Ed-U-Cards (games) and Romanoff caviar. Wenland does not represent any major appliance manufacturers at this time.

Commenting generally on the practice of paid plugs inserted into programs without the knowledge of the sponsor or network, Mr. Brown said "the practice frequently is criticized severely by major sponsors when a plug appears on their show, but they turn around the next day and want a promotion firm to get them plants on someone else's programs. They do it all the time."

Mr. Keilus said Wenland has planted many Lifesaver gags on comedy shows but they are funny and contribute to the entertainment value of the program. He indicated that product mentions in gags or other program situations are not used except where they fit in and make a contribution to entertainment value or authenticity of a scene.

Prizes and Promotions

Mr. Fishell of Dick Fishell & Assoc., Beverly Hills publicity firm, told B•T his company supplies prizes and props for tv shows, particularly expensive toys for children's shows.

Later he explained his firm was interested "in seeing that products are used in an authentic way where they belong." Commenting on news stories about the business, Mr. Fishell said, "I don't like people kicking us around." At another point he exclaimed, "I resent people taking bread out of my baby's mouth."

Jack Bean of Bean-Rose & Assoc., Beverly Hills public relations firm, told B•T that his company engages in supplying of prizes only as incidental to his public relations business. His wife is Mitzi Gaynor. He formerly was with Walter Kline & Assoc.

Mr. Bean said his company also handles negotiations for movie and tv stars to endorse products in return for the extra public exposure they gain through their identification in advertisements. He said there is no other consideration given a star because the exposure itself is important and stars considering endorsements want to know "how many people will the ad reach?"

He said his firm does not handle paid plugs.

Ray & Berger, Hollywood, a partnership of Howard Ray and Jack Berger, since 1949 has been providing a monthly service of free prizes for give-away and contest programs on local radio and tv stations, including sample program formats. The firm collects a retainer from the local station for supplying the prizes but not from the manufacturer for distributing them as some agencies do.

Mr. Ray told B•T his company has 100 stations from coast-to-coast under contract and gave away $500,000 worth of prizes last year alone. He said Ray & Berger does not supply network or national producers with prizes or props nor would it ever consider the paid plug business.

Until mid-1955, Ray & Berger had an agreement with Richard S. Robbins Co., New York firm supplying prizes to local stations for a fee, whereby each would function on its own side of the Mississippi, Mr. Ray explained, but this has been dissolved. He said his firm distributes merchandise as prizes from over 100 name-brand manufacturers.

Two other New York firms dealing in the prize distribution field are Spotlight Promotions and William J. Murphy's VIP Service Inc.

MAKING TIME WITH AN AGENCY

A PROBLEM that perturbs all stations and all radio-tv agency people now and again—not always simultaneously—is that of agency-station relations. At last week's annual meeting of the Pennsylvania Assn. of Broadcasters, held Thursday at Pocono Manor (see page 80), Frank Brady, vice president in charge of account management for Harry B. Cohen Adv., New York, appraised the problem and came up with some "rules" for both sides. Here is the text, slightly condensed, of his talk on "An Agency Executive Looks at Agency-Station Relations."

LIKE ALL THINGS, even agency-station relations must have a starting point. In our agency it is the timebuyer. Here is the key to your problems if you can make him, or if you're lucky, her, work for you. We follow the system of active participation by all buyers in media, whether print or time, in planning sessions. We not only utilize these sessions to get the best media thinking from these people, but also use [them] to properly indoctrinate our buyers with marketing problems of our clients and the recommended solutions.

In this way the buyers are able to buy more intelligently, and, we hope, are better able to provide you with information on our plans to the degree that the data they give you does not violate client confidence. Here . . . are the real keys to your sales problems.

Now let's examine some of the other points in your course to the client order. Traffic—a necessary evil. Handle it efficiently and move ahead several steps in your relationship with the agency and the client. Errors in this area are often a major headache and can result in a loss of reorders.

Merchandising. A wonderful "gimmick," according to some people. Yet, for all its "gimmick" nature, it is a valued and proven help in building client sales. Seldom is merchandising assistance the primary reason for buying a station, but all other things being equal, it is a definite plus.

I am not going to dwell too long upon the relationships of the station with other agency departments. But I would like to call attention to the agency's research department. This is a very important operation from the standpoint of evaluating rating services, coverage services and any special surveys which you may have completed relating to your station. Be sure to send copies of all research material directly to the agency's research department so that they may, in turn, evaluate it and pass it on with their comments to the timebuyer. In our agency the research department is the official source of final evaluation of all research reports, regardless of who has submitted them.

MR. BRADY

And now last, and I hope not least, we come to the area of the account executive, his relationships with the station and the way he views these relationships. A good account executive is primarily interested in only one thing, the well-being of his accounts. He doesn't have enough time to maintain day-to-day relationships with stations, newspapers, magazines, etc. He feels it is the duty of the agency to provide experts in the buying of the media in each of these fields. He feels it is his duty to be well aware of the intrinsic values of each medium and to be well enough acquainted with their operations so that he can understand and evaluate the recommendations submitted to him by the buyers. Seldom, if ever, does he have sufficient time to get involved in the actual details involved in the purchasing of a major radio or television campaign, particularly of a spot nature.

This is not an indication of a lack of interest on his part, any more than the failure of your production people to evidence a great deal of interest in some of your sales or promotional efforts is a lack of interest on their part in the well-being of the station.

For my part, I believe that one of the most pleasant duties an account executive can have is to pass the time working with station people, whether they be directly from the station or the representative. The problem of media selection, particularly where a competitive situation exists in a market, can oft times be more fun for the account executive than some of the other problems with which he may be involved: marketing problems, overall budget problems, merchandising questions, product testing, copy—all of which are areas under his control.

Obviously, his main objective in the agency is to direct and coordinate the activities of the specialists and not attempt to be a do-it-yourself account executive. His time is put to far better use when it is spent creatively in thinking up new ways to better the client's whole selling approach. It is not used efficiently when it is spent interviewing sales representatives of media unless there is a specific problem on which he is really needed.

It is almost impossible to have been engaged in the agency business for any length of time and not have worked up good relationships with salesmen from different types of media. Obviously, personalities will enter into his operation. If he is a good account executive, they will not bias or warp his judgment. At worst, they will open the door many times as a friendship to solicitations which are not necessarily warranted.

Many people have asked, "what happens if a salesman contacts all phases of the agency, fails to make a sale, and still feels that he has the best property for the client for the situation at hand?" My answer is obvious. If I were a salesman, I would go beyond. I would try again. In this case I would try the client. And if I were a salesman, I'd let the agency know I intended to call on the client, not with the idea of threatening the agency, but on a friendly basis in the interest of the order.

Many clients have different rules of operation. Some clients encourage salesmen to call on them. Other clients leave all judgment matters in terms of media in the hands of the agency. But we, as an agency, would do you a disservice if we implied or requested that you should never question our judgment or seek recourse from the client. We feel that when we make a judgment it is unbiased and can be justified. If we cannot justify our recommendations, we are only too glad to stand corrected.

Rules for Agency-Station Relations

Now, if I may, I would like to cover what I consider a few rules for improving agency-station relations:

Some rules for station representatives:

1. Supply all basic market and coverage date in concise, standardized form and update as needed. A county basis is preferred. Be sure to include coverage maps.

2. Be sure to present all pertinent data on each sales call, the availabilities, rates, special packages, merchandising services, etc.

3. The timebuyer is your primary contact in the agency on a specific account. Properly developed, he will work with you, set up meetings when needed with other agency groups, research, merchandising, accounting, production, account management. Do not bypass this prime contact unless necessary in your opinion.

4. The media director—your first court of appeal in all problems with the timebuyer. If you feel that you have received a biased or immature judgment on any account here is your first source of contact in an attempt to reverse this decision.

5. The account executive—another court of appeal when warranted. It is good to foster this relationship if possible, but not at the expense of your prime contact, the timebuyer. Do not make excessive demands out of past friendships unless it is a friendship call or emergency.

6. The client—this one, you write the rules. Our only suggestion is that you clear all of your problems through the agency first. Then, if you are still dissatisfied, you are on your own. If you wish to go to the client, you certainly will receive no opposition—at least from our agency.

Some rules for agency personnel:

1. See station people and reps promptly. Don't waste their time.

2. Give as much information on proposed campaigns as possible. Don't rule out a station in advance.

3. Give reasons for failure to include a market—or to buy a particular station.

4. Market trips. Be sure to contact station when in area.

5. Play it straight on immediacy of requests for availabilities or other information. Don't cry "wolf."

6. When station people are in town don't hesitate to pick up a tab—occasionally.

I believe most agencies would prefer to operate this way and would agree with the agency promise of the Harry B. Cohen Adv. Co. to the sales staffs and stations who follow the rules outlined—who remember that we, the agencies, are people, and that they are people—all working together for a mutual, common good—we promise a fair hearing, full cooperation, unbiased judgment and a signed order, when, in our opinion, it is earned.

ANA BOARD SAYS AGENCY COMPENSATION 'A PRIME RESPONSIBILITY OF ADVERTISER'

Review of client-agency relations is also urged by speakers at association's annual west coast meeting at Pebble Beach, Calif. Delegates are told that CBS has placed a new order with Ampex Corp. for seven additional video tape recorders.

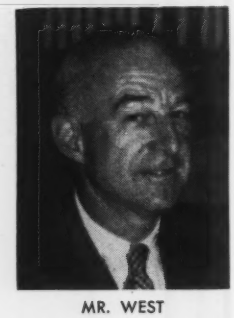
THE board of directors of the Assn. of National Advertisers is on record that individual advertisers and their agencies not only should review their client-agency relations but should "definitely consider" the compensation of agencies to be "a prime responsibility of the advertiser."

Moreover, "forward-looking" ANA members already are moving in that direction.

This was made plain last week as the annual west coast meeting of the Assn. of National Advertisers was held Wednesday through Friday at Pebble Beach, Calif.

ANA speakers made clear that many advertisers feel it is not right for media to determine the basis for agency compensation when the agency's primary service today is to the advertiser. Advertisers also do not want to be foreclosed from buying directly from media, at net rates.

ANA President Paul West told the group—which included agency guests as well as ANA members—that the function of agencies has changed. Today's productive agency, he said, is "a working partner" of the advertiser. Yet it is the medium, not the advertiser, that pays the agency under the present system of compensation.



MR. WEST

He acknowledged that concern has developed that recently revived questions about the media commission system would "result in a movement to bargain for cheaper rates." Any such movement, he said, "will inevitably bring its own consequences."

He said "the means of providing the proven fundamentals of good advertising—advertising that pays over the long run—will not be found at the bargain table.

"This is the reason why the ANA board advocates that individual advertisers and their individual agencies review their client-agency relations in the light of the current basic changes in the scope and function of agency service—and regardless of whether media see fit to grant agencies a commission or not—appraise the real value of the agency services required to accomplish the company's objective; and, instead of excluding the matter of compensation as heretofore under the 15% commission system, definitely consider it as a prime responsibility of the advertiser.

"The most significant development of all is the fact that under this impetus, forward-looking ANA members, working with their agencies, are already taking steps to do exactly that."

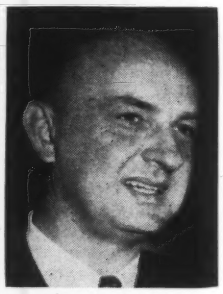
Other insights into current advertiser thinking with regard to the question of agency compensation were offered to the Pebble Beach meeting by John B. McLaughlin, Kraft Foods director of sales and advertising, who also heads the special committee set up by ANA to study the compensation problem [B•T, May 14].

The whole subject of the media commission system of compensating agencies—which has been in effect since early in this century and not seriously challenged since the early 1930's—has come into new prominence since the American Assn. of Advertising Agencies signed a consent decree in February terminating its phase of the Justice Dept.'s anti-trust suit. This despite the fact that the commission system itself was not an issue in the litigation.

More recently, ANA Chairman Edwin A. Ebel, of General Foods, told the AAAA convention last month that the commission system should be reappraised [B•T, April 30] and in addition to ANA's creation of the special study committee under Mr. McLaughlin, AAAA now is in the process of completing the 1956 membership of a regular committee which will be to study the question [B•T, May 14].

Mr. McLaughlin acknowledged to the ANA meeting that the subject is "ticklish" but stressed that it involves no "crisis." What it boils down to, he said, is this:

"The advertising agency is one of the most vital and important factors in American business today. No one desires to do a single thing which will hamper its creative efforts to continue selling the products and services of the great productive machine we have built up in this country since World War II.



MR. McLAUGHLIN

"The media commission system of compensation, in the minds of many, is not in keeping with this more important position held by the advertising agency of today. If it is possible to develop an improved method of compensation, it can improve the climate so that even greater creativity will result.

"It is a difficult problem to resolve because, when you attempt to arrive at a fee or other basis of compensation by a mere analysis of costs of the various activities within an agency you omit consideration of the things that agencies are essentially in business for—the creation of ideas. It is also difficult to apply the yardsticks of cost accounting to ideas, or even to evaluate ideas in terms of specific dollars.

". . . Advertising is just as much a part of business today as banking and financing. Is it too much to ask to review it—once in 23 years?"

An Answer For All

Mr. McLaughlin made clear that nobody "is expecting an answer or a solution tomorrow morning, even though some do seem to feel a sense of urgency." He continued:

"What we are looking for is an open-mindedness that would lead to a mutually satisfactory solution. I think if advertisers were sure that more agency people were taking a more objective and progressive attitude toward this problem, that, in itself, would provide the calm climate necessary for an intelligent exploration of a difficult question.

"What many people in the advertising business are seeking doesn't seem to be unreasonable, it seems to be simply this: Neither we as clients—nor for that matter many people in our agencies—today think of our advertising agencies as space salesmen.

"Certainly we agree they perform worthwhile services for media, but we think the agencies have evolved into something of far greater importance than brokers of space. We don't think of ourselves as buyers and our agencies as sellers nor do we think of them as employes. We want them to continue as a separate and distinct function of advertising, because, if they simply become another department in the advertiser's organization, it would destroy one of their greatest values—objectivity—an absolutely essential ingredient to their ability to create.

"But, on the other hand, we do not want our advertising agencies to consider they represent media. . . .

"Now advertisers don't necessarily want to change any system if it's the best that can be found. However, they don't think the financial end of our business dealings with agencies should necessarily be governed by the financial arrangements agencies have with media.

Proper Consideration

"Now the road has been cleared to discuss honestly, frankly, and without preconceived notions — calmly — in a businesslike manner, financial relationships without criticism, resentment, or any necessity of feeling unethical. There are many services today for which we compensate our agencies which are in no way involved with their deal with media. Let us examine these, evaluate, and agree to their price, not for the purpose of necessarily reducing the agencies' compensation, but more with the view of seeking a method of compensation that is more in keeping with today's sound business practices.

"It is a complex situation. It's a situation that has grown like Topsy. And sometimes it looks like a Rube Goldberg arrangement. But let's sit down and calmly discuss and study it."

Mr. McLaughlin made plain that "this question of agency compensation, and this, of course, involves the question of buying direct from media at net rates, did not spring into being on the first of February [when the AAAA consent decree was signed] or even last May. It's something advertisers have been thinking about for a long, long time. Actually, many an advertising manager, or director, has been under pressure from his top management for answers that he didn't have, and the recent legal fireworks have again started top managements' queries all over again."

He said the ANA Study Committee which he heads is "not going to attempt to either destory, change or champion any particular method of compensation. Nor are we going to enter into general discussions on the larger area of agency-client relationships . . .

"The new Study Committee has been created for the sole purpose of studying the specific subject of methods of agency compensation, because of the terrific interest currently aroused in the subject by the consent decree. And our work will be confined to this one problem. Of course, the problem must be studied in the light of the effect it has on good and productive client-agency relationships."

Coincident with the Pebble Beach meeting, ANA President West announced that Paul H. Willis, vice president in charge of advertising for the Carnation Co., had been added to Mr. McLaughlin's Special Study Committee.

CBS television has placed a new order with Ampex Corp. for seven additional video tape recorders, it was revealed Thursday by Howard S. Meighan, vice president of CBS-TV Western

Speaking of public service . . .

CBS TELEVISION NETWORK

We feature but a few of our many public service programs

The Port That Built A City And State . . . Through film and live remote pick-ups, Helen Delich, *The Sunpapers* Maritime Editor, depicts the importance and adventure of Baltimore's port and its effect on the state.

Your Family Doctor . . . Medical program that features the preventive aspects of the fight against disease. There are question and answer sessions, film documentaries, and discussions with guests.

Students View The News . . . This program teaches current events on the air. Three children from elementary schools analyze news items from the international, national, local scenes.

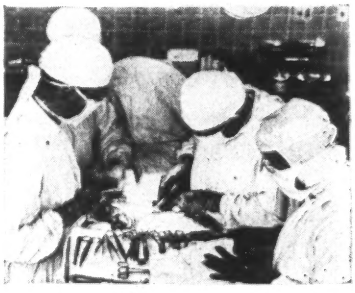
Your City Council Report . . . Women's Civic League conducts this informative series concerning the activities of the Council, that establishes a forum for public discussion of pending legislation.

Election Returns . . . To facilitate fast, complete, and efficient coverage, 5 cameras are employed in remote presentations from *The Evening Sun* newsroom. A staff of experts assures interesting and enlightened reporting.

Calling All Parents . . . Child experts are guests on this discussion program directed to parents in an effort to help them better understand and solve their children's day-to-day problems.

Religious Programs . . . Both network and local programs are included in an inspiring group of six different religious features that are devoted to the Protestant, Catholic, and Jewish faiths.

Network Programs . . . Through CBS, WMAR-TV supplies Baltimoreans with more than ten outstanding public service programs a week, directed to a wide variety of interesting topics.



MEDICINE '56

Illuminating program where eminent specialists in co-operation with the Baltimore City Medical Society try to correct the public's misconception of a number of illnesses.

CHILD IN SCHOOL

Pick-ups of various public elementary and high school classes and sports endeavors. It demonstrates how the classes are conducted and the teaching techniques utilized.

COMEBACK

R. C. Thompson, Director of Vocational Rehabilitation for Maryland, conducts this series that features courageous guests who have triumphed over serious physical handicaps.

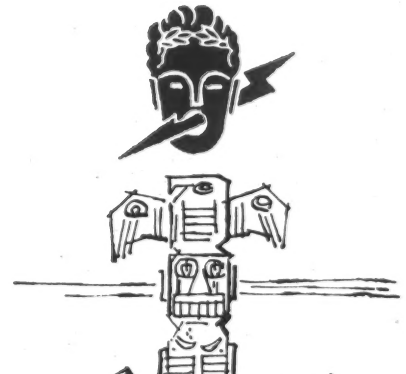
On Maximum Power - Televising Color **WMAR·TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

HIGH MAN on a total pole!



In Baltimore, that's W-I-T-H . . . any way you read radio standings.

- W-I-T-H has twice as many advertisers as any competitor.
- W-I-T-H delivers more listeners per dollar than any competitor.
- W-I-T-H is first by far in out-of-home audience*—and reaches 74%** of all Baltimore homes every week. It's the *popular* station that folks tune in *first* and *automatically*.
- W-I-T-H "pinpointed power" is made-to-order to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage.
- W-I-T-H is a proven master of "merchandising your advertising."

We could go on—but we think you've already got your answer.

*Hooper Radio Audience Index **Cumulative Pulse Audience Survey

Buy WITH CONFIDENCE

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Div., in an address to the ANA. CBS had previously ordered three prototype Ampex video tape recorders for delivery late this summer. This makes a total of 10 which the network will have in use on the West Coast by the spring of 1957.

The Ampex system provides a practical method of recording tape pictures on magnetic tape which can be played back almost instantly. The new system will replace the current kinescope method of recording television programs, the CBS-TV executive contended.

CBS-TV and the Ampex Corp. put on a demonstration of the Ampex system for a group of 100 national advertisers at the Pebble Beach meeting. It was the first general showing of the Ampex recorder since the system was made public at the NARTB convention in Chicago last month. Mr. Meighan, who led the demonstration of the Ampex video tape recording system said "video tape is just that, it's a tool of television. It has no foreseeable use for theatrical motion pictures."

He added that television tape will have more "usefulness and more flexibility in the television and television advertising field than motion picture film could ever have."

The CBS executive asserted that video tape will be a far cheaper method of recording and will provide better black and white pictures than film.

"We predict," he declared, "it will provide better color pictures than film, and I repeat, it will be far cheaper. I should say it can be cheaper. This is the keynote of this informative commentary."

Mr. Meighan told the advertising group that "in simple terms a tape recorded television program should cost no more than a live television program."

"The Red Skelton show this year, for example, was live 29 times and filmed 10 times," he said. "They were completely comparable shows. It cost $11,400 more per show to film it than to do it live."

Nestle Emphasizes Tv

THE NESTLE Co., White Plains, N. Y., basing an optimistic sales outlook for its Nescafe for use in iced coffee on last summer's test campaign—which showed, among other things, that Nescafe sales in one principal city jumped 24% while other brands dropped 3%—is planning an all-media campaign this summer. Through Bryan Houston Inc., New York, Nestle is planning a summer-long campaign, with emphasis on tv through its *Stage Show* on CBS-TV (also see Nestle-Gleason story, page 44).

AUTOMOBILES | **IN PHILADELPHIA TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Chrysler Corp.	8	3	39	771
	Chrysler (McCann-Erickson)		1	1	35
	DeSoto (BBD&O)		2	5	170
	Dodge (Grant)		3	18	357
	Imperial (McCann-Erickson)		1	2	69
	Plymouth (N. W. Ayer & Son)		2	13	140
2.	General Motors Corp.	8	3	54	698
	Buick (Kudner)		1	4½	138
	Chevrolet (Campbell-Ewald)		3	19	245
	Oldsmobile (D. P. Brother)		2	29½	301
	Pontiac (McManus, John & Adams)		1	1	14
3.	Ford Motor Co.	2	3	34½	686
	Ford (J. Walter Thompson)		3	24½	355
	Lincoln (Young & Rubicam)		1	1	51
	Mercury (Kenyon & Eckhardt)		2	9	280
4.	American Motors Corp.	1	1	4	158
	Hudson (Brooke, Smith, French & Dorrance)		1	2	79
	Nash (Geyer)		1	2	79
5.	Studebaker-Packard Corp.	1	3	12	108
	Packard (D'Arcy)		1	3½	61
	Studebaker (Benton & Bowles)		3	8½	47

SOFT DRINKS | **IN WASHINGTON TV**

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	4	2	12	173

WASHINGTON INDEX (NETWORK PLUS SPOT)

1.	Coca-Cola (McCann-Erickson)	4	4	30½	436
2.	Seven-Up (J. Walter Thompson)	—	1	4	75
3.	Pepsi-Cola (Kenyon & Eckhardt)	—	2	6	74
4.	Royal Crown Cola (Compton)	—	2	3	40
5.	Tru-Ade (Beaumont & Hohman)	—	1	4	3

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

EXPLANATION

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summaries monitoring for Philadelphia occurred week ending March 23, 1956; for Washington, week ending March 30 (national report) and March 31 (local report).

HUDNUT CHARGES TONI WITH COPY WAR

Battle is started as New Quick producer calls news conference, assails rival home permanent firm for allegedly 'lifting' and 'copying' product claims of competitor. Toni denies allegations.

JOEL Y. LUND, president of the Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., last week charged a chief competitor, the Toni Co. (Division of the Gillette Co.) with "lifting" and "word for word copying" of part of Hudnut's product claims and "advantages previously and exclusively announced by Hudnut." Mr. Lund made his statement at a news conference called by the advertiser and its agency, Kenyon & Eckhardt, last Wednesday at the Biltmore Hotel in New York.

Toni challenged Hudnut's charges against it.

Mr. Lund told the group that the efforts of the Toni Co. to "nullify" Hudnut's current introduction campaign of New Quick home permanent "are beyond the pale of recognized standards of fair competition under our American system of free enterprise."

The alleged similarity in copy approach and phraseology in television and print in both companies' ads was pointed out by Ernest P. Zobian, advertising vice president of Lambert-Hudnut, who also demonstrated with the aid of live models, the claims made by New Quick. According to Mr. Zobian, Hudnut so far has been unable to discover any recent change in the Toni product which might call for the introduction of the current Toni copy theme.

The Godfrey Commercial

Near the end of his talk, Mr. Zobian played a recording of that portion of the Arthur Godfrey commercial mentioned in a letter sent May 14 by William B. Lewis, president of Kenyon & Eckhardt, to Don Paul Nathanson, president of North Advertising, Toni's agency. Copies of the letter were also sent to R. N. W. Harris, president of the Toni Co., and J. P. Spang, president of the Gillette Co.

In the letter, Mr, Lewis stated:

"I have before me a transcript of a commercial made by Arthur Godfrey for Tip Toni in his television program of Wednesday, May 2. In this commercial, he implies, in the following language, that claims being made for the New Quick product of our client, Richard Hudnut, are false:

" 'Now, because of this trend in hair styles, some companies may start trying to tell you that their full size permanents take only half the winding, but don't let anybody fool you. There is a gimmick. They really want you to buy a full-size permanent and use half of it and save the left-over lotion for the next time. But you know left-over lotion is for the birds. That's no good! No matter what kind, it tends to weaken. It gives weak, washed-out waves.'

"This is obviously an attack upon Richard Hudnut, as no other home permanent possesses the described properties or is being advertised in the described manner. The plain import of this commercial is that unused wave lotion left in the bottle of our client may not be used for another wave.

"Mr. Godfrey's remarks followed by only a few days the appearance of advertising on behalf of Tip Toni which is extraordinarily similar to that of Richard Hudnut's New Quick. The first trade showing of New Quick advertisements appeared early in March. In these advertisements, the chief copy points covered certain advantages of the new product, such as the fact that it eliminates 'half the work, half the winding,' and on April 24, Tip Toni ads appeared in the *New York Daily News* and the *New York Journal-American*, using the identical words by New Quick. Incidentally, these print advertisements also included the words: 'left-over lotions . . . give weak, washed out waves.'

"It has been demonstrated to the satisfaction of Kenyon & Eckhardt that the claims made by Richard Hudnut's New Quick can be backed to the limit with complete, scientific data. Specifically, we have proof of the fact that unused waving lotion left in the New Quick bottle may be used to give a second, fully-effective wave—and we also have proof that the new lotion, with the new directions for use, will wave a complete head of hair with half the work and half the winding time.

"We know that you are as anxious as we are to support the ethics of our profession. In this instance, it would appear that your client has made patently false statements regarding the product of our client, Richard Hudnut. In the best interests of our profession, and the best interests of the home permanent business generally, we hope that you and your client will desist from making any further statements of the kind here set forth.

"We are looking forward to an early answer from you to that effect."

Mr. Zobian read the letter to the assembled group of reporters. He said that although they had had no reply from Mr. North to Mr. Lewis' letter, New Quick nevertheless had an answer for Mr. Godfrey and his reference to "our feathered friends." [Mr. Godfrey's statement that "left over lotion is for the birds."] Mr. Zobian thereupon unveiled two live canaries: one had very curly feathers, the other's were smooth. Mr. Zobian pointed to the curly bird and explained "this bird has the New Quick."

Richard Hudnut does not plan to take legal action against the Toni Co., Mr. Lund said at the close of the meeting, but will continue to go ahead with its present advertising theme.

In Chicago Stuart K. Hensley, vice president of the Toni Co., made no direct counter-charges against Lambert-Hudnut, nor did he identify the "competitor" by name. He merely answered the charges concerning origination of the advertising theme for the partial home permanent wave, and stated:

"Toni's record as pioneer and builder of the $100 million home permanent business speaks for itself. We have always strived to offer a product that merits consumer confidence and to avoid any advertising claims that tend to confuse the consumer. This has been the basis of Toni's continued leadership in the home permanent field."

Mr. Hensley indicated Tip Toni home permanent has been merchandised since June 1955 and claimed its advertising stressed the product is intended for use when partial permanents and special hair styles are desired. He continued:

"Actually, the competitor's campaign has been an attempt to adapt this approach to a regular full-sized kit by advocating the use of left-over lotion." By contrast, he claimed, Lambert-Hudnut's advertising did not "distinguish" between partial and full-size permanents.

The Lambert-Hudnut kit, Mr. Hensley suggested, has only enough lotion for one complete permanent while being sold with the representation it contains two waves.

"This is evident on examination of the directions which come with the competitor's kit disclosing that the entire kit must be used for a complete wave," Mr. Hensley asserted.

"The claim of saving work by use of a partial wave is an old one in the industry. The claim by the competitor that its product saves half the work is confusing to the consumer since it does not make it clear that only a partial permanent will result."

The Toni Co. has "discouraged" use of left-over lotions through the years, Mr. Hensley added, claiming that waving lotions tend to weaken when exposed to air and give less effective waves. He cited a recent Arthur Godfrey commercial (which he said Lambert-Hudnut had criticized) which "reiterated" this point and stressed the product's advantage lay in partial permanents and to avoid left-over lotion.

None of Toni Co.'s Chicago agencies were prepared to comment on the Lambert-Hudnut charges. Mr. Hensley is identified with sales brand promotion and advertising.

Colgate Is Reported After Free Time Offers

RADIO and television stations are being solicited by Colgate-Palmolive Co. to give all the time they can—free of charge—in support of a campaign that Colgate is paying magazines to run.

This came to light last week as stations reported receipt of letters from Stuart Sherman, Colgate advertising vice president, enclosing proofs of a two-page magazine ad regarding a box-top campaign for the U. S. Olympic Committee and asking them "with the means at your disposal to acquaint your audience with this patriotic endeavor."

Mr. Sherman was out of town, but another Colgate official confirmed the issuance of the letters and said they were sent to those radio and tv stations on Colgate's current list. One station spokesman observed. "That means the stations will be afraid not to donate time, for fear of losing the Colgate advertising they're now getting."

A spokesman for Colgate later defended the company's move, asserting that the request was not actually for free time but rather for editorial support of a worthy cause, that of the Olympic Committee. Colgate's use of paid-space in magazines, he maintained, was "a different matter" and not to be compared with the request sent to the stations. He said "a number" of stations have indicated they would cooperate.

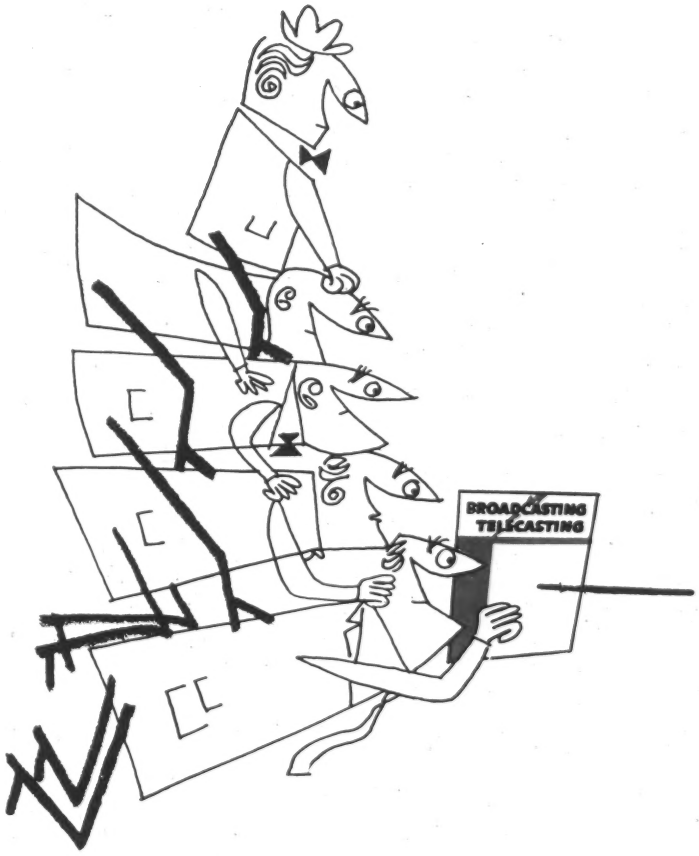
Mr. Sherman's letter told stations that "spot announcements, news items and mention on service programs during May and June will be very helpful. After you have considered this matter, we would appreciate a report from you as to the type and extent of the cooperation you plan to give."

The ads are being run in color, according to Colgate authorities, in *American Weekly* (supplement), *This Week*, *Parade*, *Life*, *Look*, and *Ebony* magazines, and in black-and-white in *American Weekly Magazine*, *Veterans of Foreign Wars Magazine*, and *Extension*, *Scholastic Coach*, and four other scholastic publications.

Detroit Ad Agency Revamped; M. P. Patten Forms Own Firm

M. P. PATTEN, president and board chairman of Patten-Gille-Beltaire Inc., Detroit advertising agency, has resigned from the firm and sold his stock to the other two principals, Frank H. Gille and Beverly Beltaire. The agency will henceforth be known as Gille-Beltaire Inc., with Mr. Gille as president and Mrs. Beltaire, executive vice president-treasurer.

The agency was formed in September 1954 when Gille Assoc. joined M. P. Patten Co. and has grown to an annual billing of over $1 million. Mr. Patten plans to form a new agency bearing his name with offices in Birmingham, Mich.



77,440
READERS
every week!

that's why B•T
is the Best
Advertising Value
in the radio and
television field . . .
(ARB Study, April 1956)

McHUGH BECOMES KATZ PRESIDENT

JOHN T. McHUGH, senior vice president and manager of the New York office of Joseph Katz Co., Baltimore and New York, advertising agency, has been named president of the agency, succeeding Joseph Katz, who has moved up to the chairmanship.

Mr. McHugh has been with the agency for the past 24 years.

Harry Kullen, vice president and business manager of production and art, and Roland Brave, vice president and copy account executive, have been made senior vice presidents.

Stanley Blumberg, vice president, has been named copy chief in the Baltimore office, and Charles H. Remsey, copy chief in New York.

Morton L. Salan and William V. Linn, account executives, have been named vice presidents and Gertrude Myers, administrative assistant to the chairman.

Mr. McHugh will remain in the New York office and Mr. Katz in the Baltimore office.

Stolzoff, Meyer Join Grey Adv., New York

JEROME S. STOLZOFF, vice president and account supervisor, The Biow Co., and Edward H. Meyer, Biow account supervisor, last week joined Grey Adv., New York, as vice presidents and account supervisors. The Biow Co. will cease operation June 30.

Mr. Stolzoff joined Biow in 1953 as account executive after tenures with Foote, Cone & Belding, Chicago, and Cramer-Krasselt Co., Milwaukee. He was named a Biow vice president last year. Mr. Meyer began his advertising career with Biow in 1952.

MR. STOLZOFF

MR. MEYER

Three Sponsors Purchase 'Lancelot' NBC-TV Series

WHITEHALL PHARMACAL Div., American Home Products, New York, and Lever Bros. Co., New York, will sponsor, on an alternate-week basis, the *Adventures of Sir Lancelot*, a Sapphire Films presentation made in England set to premiere on NBC-TV Sept. 24 [CLOSED CIRCUIT, May 14].

The program, which will be seen three out of four Mondays, 8-8:30 p.m. EDT, will be the second British-made film series shown in the U. S. using medieval times as its motif. The other is the *Adventures of Robin Hood*, currently seen on CBS-TV, Mondays, 7:30-8 p.m. *Robin Hood* was recently renewed for the 1956-57 season by Wildroot and Johnson & Johnson. Agencies concerned with *Lancelot* sponsorship are J. Walter Thompson Co. for Lever Bros. and Ted Bates for Whitehall Pharmacal.

LATEST RATINGS

NIELSEN

TOP TV PROGRAMS (TWO WEEKS ENDING APRIL 21)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Total No. Tv Homes (000)
1.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	16,988
		General Foods	Young & Rubicam		157		
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	16,076
3.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	15,971
4.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	15,830
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
5.	December Bride	General Foods	Benton & Bowles	CBS	182	Mon., 9:30-10	14,602
6.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	13,303
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton Prod.	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
7.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	13,303
8.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	12,987
9.	G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	12,425
10.	The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed., 9-9:30	12,390

		Average Audiences			% of Total Homes Reached			% of Average Audience
1.	I Love Lucy	16,251	1.	I Love Lucy	50.0	1.	I Love Lucy	47.8
2.	64,000 Dollar Question	15,093	2.	Ed Sullivan Show	48.1	2.	64,000 Dollar Question	44.8
3.	December Bride	13,654	3.	54,000 Dollar Question	47.4	3.	December Bride	40.8
4.	Ed Sullivan Show	12,952	4.	Disneyland	46.7	4.	Ed Sullivan Show	38.8
5.	Disneyland	12,776	5.	December Bride	43.6	5.	Disneyland	37.7
6.	Jack Benny Show	12,496	6.	Perry Como Show	39.8	6.	Jack Benny Show	37.3
7.	Dragnet	11,969	7.	Jack Benny Show	39.7	7.	Millionaire, The	36.1
8.	Millionaire, The	11,899	8.	Dragnet	37.8	8.	Dragnet	34.8
9.	I've Got a Secret	11,513	9.	Arthur Godfrey's Scouts	37.8	9.	I've Got a Secret	34.7
10.	G. E. Theatre	11,513	10.	Millionaire, The	37.6	10.	Arthur Godfrey's Scouts	34.7

I've Got a Secret	R. J. Reynolds	William Esty	CBS	170	Wed., 9:30-10	
Arthur Godfrey's Talent Scouts	Lipton	Young & Rubicam	CBS	89	Mon., 8:30-9	
	Toni	North Adv.	CBS	151		

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TRENDEX

TOP 10 EVENING TV SHOWS (MAY 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	39.4
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	38.1
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	37.8
		General Foods	Young & Rubicam		157		
4.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	31.9
		Revlon	C. J. LaRoche				
5.	Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	29.4
6.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	27.9
7.	Your Hit Parade	Warner Lambert	Kenyon & Eckhardt	NBC	176	Sat., 10:30-11	26.2
		American Tobacco Co.	BBDO				
8.	Do You Trust Your Wife	General Motors-Fridgidaire Div.	Kudner	CBS	140	Tues., 10:30-11	26.2
9	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	Wed., 10-10:30	25.9
10.	Red Skelton	S. C. Johnson & Sons	Foote, Cone & Belding	CBS	79	Tues., 9:30-10	25.8
		Pet Milk Co.	Gardner		96		

M-E Names Snyder to Post

FRANKLIN C. SNYDER, former vice president and general manager of WXEL (TV) (now WJW-TV) Cleveland, has been named vice president and account service director in the Cleveland office of McCann-Erickson agency. Almost simultaneously Russell Jones was added to the Cleveland office as a regional advertising and sales promotion specialist on the Coca-Cola bottling account.

MR. SNYDER

Mr. Snyder opened WXEL-TV in 1949 for the Empire Coil Co. ownership and remained as station manager when the property was purchased in 1955 by the Storer Broadcasting Co. Last October he left the Cleveland station to serve as a consultant in New York City for Westinghouse Broadcasting Co.

Mr. Jones was formerly with Fulham Bros. 4-Fisherman Seafood Co., Chicago, Proctor & Gamble, Foodtown Markets in Michigan, and the Grand Rapids Wholesale Grocery Co.

Florida Citrus Commission Sets $320,000 for Tv Spots

FLORIDA Citrus Commission will spend $320,000 of a $380,000 summer advertising budget for tv spots—67 markets with 275 spots a week—it was announced by the commission last week. The remaining $60,000 will be spent in two magazines, *Saturday Evening Post* and *Better Homes & Gardens*.

The commission, which will be reorganized June 1 with several new members on the 12-man body, went on record as recommending to the new commission that the Benton & Bowles contract be continued.

Eastman Switches Shows

EASTMAN KODAK Co., Rochester, N. Y., which has switched its *Screen Directors Playhouse* from NBC-TV to ABC-TV, in the Wednesday 9-9:30 p.m. EDT spot, effective July 4, last week announced that it would drop *Playhouse* as of the Sept. 26th telecast. In its place, Kodak will sponsor *The Adventures of Ozzie and Harriet*, currently seen Fridays, 8-8:30 p.m. EDT on ABC-TV, and the network will move the show into the slot vacated by *Playhouse* on Oct. 3.

WHO LISTENS

Today! WBT Radio reaches more Carolinians than any other single advertising medium.

Today! WBT Radio is getting Pulse ratings above 18.0! Share of audience runs as high as 96 per cent.

In fact, WBT Radio beats local radio stations in their own home counties. And, during a recent mail promotion, 468 counties from Maine to Florida promptly responded.

Who listens? *The people who buy your product!*
Call WBT Radio or CBS Radio Spot Sales for choice availabilities . . . today!

Free! Send today for your free copy of "Who Was Listening?"
Ned Burgess / WBT Radio / Charlotte, N. C.

WBT Radio

Charlotte, N. C. — Colossus of the Carolinas
Jefferson Standard Broadcasting Company

A RADIO saturation campaign on behalf of California Long White potatoes has been contracted on KLAC Los Angeles with WKMH Detroit, WHK Cleveland, KLIF Dallas and WFBM Indianapolis set to air the spots beginning May 24. Singing commercials are to be used and were recorded by Song Ad Film-Radio Productions for the California Long White Potato Advisory Board, through McCarty Co., Los Angeles. Going over the script for one of the commercials are (l to r) Bill Geisler, McCarty account executive; E. B. Pirtle Jr., Long White secretary-manager; Robert Sande, Song Ads president; Tudy Williams and Ray Linn, vocalists featured on the commercials; Herb Brown, McCarty account executive, and Bill Wood, McCarty creative executive.

IT'LL BE JACKIE GLEASON IN THE SAT. 8-9 CORNER

Nestle's, Buick, CBS and comedian have varying plans for the Saturday night spot. But it appears that Gleason's desire to return to hour live show will dictate final verdict.

HONEYMOONERS were scarce at CBS' New York offices last week where a mass courtship of advertisers and their agencies was under way, all concerned with the future of the Saturday, 8-9 p.m. time slot on CBS-TV.

Although not precisely clear at what point who was courting whom, the purpose was obvious: Clear the aisle for comic Jackie Gleason to reunite with his one-hour live show format of a year ago.

For the last season, Mr. Gleason has been featured in a filmed half-hour program *The Honeymooners*. The series started in the fall in the 8:30-9 p.m. EDT period on CBS-TV, but soon switched to a half hour earlier as *The Perry Como Show* on NBC-TV (8-9 p.m.) progressively cut deeper into the Gleason ratings.

At least one thing was certain, both the network and Mr. Gleason are convinced the filmed series should be dropped in favor of a live show. It is from this point on, however, that the situation becomes complicated.

The Honeymooners is a Jackie Gleason Enterprises Inc. production. So is another half-hour series, *Stage Show*, which is sponsored by Nestle Co. (Nescafe), through Bryan Houston Inc., New York. Buick Motor Div. of General Motors Corp. is the advertiser on Mr. Gleason's show, through Kudner Agency.

Nestle reportedly is not concerned with Mr. Gleason's show as a sponsor but is desirous of backing a program adjacent to it. That it did with *Stage Show*. But if the latter is to vacate the 8:30-9 p.m. spot—or another show is inserted (Nestle has been considering *Oh Suzanna*, a half-hour film series with Gale Storm as the start, for the fall)—Nestle would have to accept another time period.

Meanwhile, Buick was parked at the curb, waiting for the Nestle-CBS decision. The auto company reportedly has been thinking in terms of dropping the Gleason series in preference to sponsorship of an hour-long show. Buick pays about $65,000 for talent and production for each half-hour film with next season's cost per film expected to go to $70,000. Buick has a contract with Mr. Gleason.

Under the Buick-Gleason pact—for two years (1955-56 and 1956-57 seasons)—Mr. Gleason was signed specifically for *The Honeymooners*. The money involved at the time of signing [B•T, Dec. 27, 1954] was put at $7.5 million. Since only one year of the contract will have been fulfilled at the close of this season, presumably the pact would be renegotiated should Buick decide to drop sponsorship.

At the same time, the Electronicam Div. of Allen B. DuMont Labs, which has been filming the show, holds a contract that has a tab said to be above the $250,000 figure for a single season of *The Honeymooners*. CBS, however, reportedly has agreed to absorb costs of nullifying the contract. CBS also has a contract with Mr. Gleason.

The CBS-Gleason contract gives the network exclusive services of the comic at $100,000 per year, whether or not Mr. Gleason works, for 15 years between 1957 and 1972 [B•T, Jan. 10, 1955].

As of late Thursday, negotiations continued.

Summer Fights Planned

GILLETTE Co., Boston, through Maxon Inc., New York, last week announced its intentions to sponsor the *Cavalcade of Sports* simulcasts of Friday night boxing bouts throughout the summer. It will mark Gillette's first year-round sports schedule. All simulcasts will be seen and heard Fridays, 10 p.m., with the exception of August 17 and 24 when the Gillette time periods will be pre-empted to make room for NBC's convention coverage from Chicago and San Francisco.

TV SETS IN 75% OF U.S. HOMES

THREE out of four U. S. households have tv sets, according to a sample survey made in February by the U. S. Census Bureau and released last Wednesday.

The bureau found about 35 million, or 73% of households enumerated in February had one or more sets, an increase of about 10% over the 32 million households with tv receivers last June when the bureau made its last tv set survey. Information obtained in February by the Bureau's Current Population Survey was gathered at the request of the Advertising Research Foundation with the cost underwritten by ABC, CBS-TV, NBC, NARTB and Television Bureau of Advertising. ARF last week noted that a "more detailed analysis of the results" of the latest survey would be released in late June or in July.

Survey Shows Viewer Loyalty To Through-Summer Programs

HILTON & RIGGIO agency has made a study of 15 tv programs that continued through the summer versus 13 programs that discontinued and used summer replacements. The agency came up with the following facts:

1. Less than 3% of the summer audience is new.

2. 39.4% of the viewers watch a specific winter program, while only 19.2% watch the summer replacement program.

3. An average of 31.7% of homes watched 15 programs that carried through the hot weather months, but only 12.2% of the viewers watched 13 shows that featured summer replacements.

Some advertisers may find "summer only" viewers an advantage, H & R stated but most, "we find, want program continuation."

ARB Study Cites Accuracy Of Sample Coverage Survey

IN a special study just released, the American Research Bureau found that a small, carefully selected sample can be used to accurately measure tv station coverage and viewing and that there is a minimum sample size below which results become too erratic for sound use.

Surveys were taken, consisting of 312 interviews, in Pendleton, Ore., and Merced, Calif. The 312 sample was divided into six equal groups of 52, selecting every sixth interview. With this method of selection, all differences between the six samples had to be sampling deviation. The same procedure was then followed for samples of 104, 156 and 208.

At the lowest sample level, a high degree of variation occurred. As the sample became larger, the closeness of the figures increased, until at 208, they became relatively stable, the survey disclosed.

Tv Center Plans Expected

PRELIMINARY plans are expected to be announced this week for a building project on Manhattan's West Side, which proposes a television center as well as a new baseball stadium for the New York Giants. It is envisaged that the venture, reported as a $70 million undertaking, will have a tv center on the north end of the location, which runs from 60th to 72d Sts., and from West End Ave. to the West Side Highway.

ALL SEWED UP!

WSAZ-TV has the audience sewed up in the Huntington-Charleston television market with ALL TEN of the TOP TEN— plus 23 out of the top 25 shows*

1. GROUCHO MARX — WSAZ-TV
2. PERRY COMO — WSAZ-TV
3. THE BIG SURPRISE — WSAZ-TV
4. DRAGNET — WSAZ-TV
5. FIRESIDE THEATRE — WSAZ-TV
6. GEORGE GOBEL — WSAZ-TV
7. TRUTH OR CONSEQUENCES — WSAZ-TV
8. BIG STORY — WSAZ-TV
9. ROY ROGERS — WSAZ-TV
10. FORD THEATRE — WSAZ-TV
11. PEOPLE'S CHOICE — WSAZ-TV
12. ROBERT MONTGOMERY — WSAZ-TV
13. LASSIE — Station B
14. $64,000 QUESTION — Station B
15. PEOPLE ARE FUNNY — WSAZ-TV
16. WATERFRONT — WSAZ-TV
17. MEDIC — WSAZ-TV
18. LIFE OF RILEY — WSAZ-TV
19. LUX VIDEO THEATRE — WSAZ-TV
20. FATHER KNOWS BEST — WSAZ-TV
21. SATURDAY NIGHT JAMBOREE — WSAZ-TV
22. BIG TOWN — WSAZ-TV
23. CAESAR'S HOUR — WSAZ-TV
24. GRAND OLD OPRY — WSAZ-TV
25. LORETTA YOUNG — WSAZ-TV

***and all the top cumulative daytime ratings, too, according to ARB, Feb. 1956.**

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK

WSAZ

TELEVISION
also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency.

He's Showing How Much a N

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

a Modest Budget Can Buy— IN TELEVISION

THE Colonel is talking facts and figures to a man with a modest advertising budget . . . and a notion that television is too expensive for *his* company.

The facts are that this advertiser can employ a high frequency technique — especially effective for grocery store products — at figures that average out to less than $100 per week in markets with less than 250,000 sets and run somewhere between $400 and $500 for markets with more than 1,000,000 sets!

Regardless of the size of your budget, we are sure you would find that the Colonel's approach is interesting and that his facts are sound. He'd like very much for you to examine them in the light of your future advertising plans.

Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

'Tribune' Advertising Forum To Be May 21-22 in Chicago

ADVERTISING budgets and changes in the areas of communications, consumer preferences and product distribution will be explored by top business leaders at the *Chicago Tribune's* Seventh Annual Forum on Distribution and Advertising in that city today (Monday) and tomorrow.

A series of three panel sessions will be held in the WGN (Chicago) Audience Studio, it was announced last week by Alvin W. Dreier, general advertising manager of the *Tribune*.

In the communications meeting Tuesday, problems of saturation in advertising and challenges posed by similarities in products and services will be discussed.

Consumer panel participants Monday will include Arno H. Johnson, vice president of J. Walter Thompson Co., as moderator, and Edwin W. Ebel, vice president of advertising and consumer relations, General Foods Corp.; William A. Hart, president of Adv. Research Foundation Inc.; Edward C. Von Tress, vice president and executive advertising director, Curtis Publishing Co., and Earle Ludgin, board chairman, Earle Ludgin & Co.

Among panelists on the Tuesday distribution session, with J. Kenneth Laird Jr., president of Tatham-Laird Inc., as moderator, are E. M. Braden, general sales manager, Chrysler Div. of Chrysler Corp., and J. S. Petterson, director of merchandising - advertising sales promotion, Norge Div. of Borg-Warner Corp. Communications panel speakers Tuesday will include James R. Adams, board chairman of MacManus, John & Adams Inc.; Andrew F. H. Armstrong, vice president of Leo Burnett Co.; Melvin Brorby, vice president of Needham, Louis & Brorby Inc.; J. W. Maurer, advertising director, Wildroot Co., and Kenneth J. Ward, vice president, J. Walter Thompson Co.

Philco Enters Home Laundry With $2,755,000 Campaign

ENTRY of the Philco Corp. into the home laundry equipment field was announced Tuesday over a one-hour, closed-circuit telecast to about 25,000 dealers in 100 cities. Details of a $2,755,000 advertising campaign, which will include radio and television, were outlined.

Ray George, vice president in charge of advertising for Philco, reported that the budget has been set to promote the laundry in all media, starting in June and continuing through the end of the year. He observed that of the $4.5 million package for Philco's sponsorship of the political conventions and elections on ABC Radio and ABC-TV this summer and fall, about one-third will be allocated to radio and television messages devoted to the new home laundry items.

The telecast was arranged by the company and its agency, Hutchins Adv., Philadelphia, in association with ABC-TV.

Philip Morris Buys Time For 3-Hour Musical Show

PHILIP MORRIS Inc., through N. W. Ayer & Son, last week contracted with WMOX Meridian, Miss., as origination point for a special three-hour regional country musical festival this Friday, 7-10 p.m.

WMOX, under terms of the agreement jointly signed by Roger Greene, PM's advertising director, and Joseph Carson, WMOX's manager, the station will feed the "Southern Spectacular" to 22 other stations in Mississippi, Alabama and Louisiana.

TO MARK sponsorship by Bulova Watch Co. of *Two for the Money* on CBS-TV, Herb Shriner (r) is presented a Bulova "23" by John H. Ballard, president of the watch company. Sponsorship began on May 5 and represents the firm's first entry into network program tv in five years.

Network Tv Leads Campaign To Be Launched by Paper-Mate

A $1 MILLION advertising campaign, with the bulk tabbed for network television, will be launched May 28 by the Paper-Mate Co., subsidiary of Gillette Co., for its new "Piggy Back" Capri pens.

Plans worked out by Foote, Cone & Belding, Chicago, the Paper-Mate agency, call for an eight-week drive in all media, spearheading its multi-million dollar annual advertising schedule. Tv spots are being purchased in about half a dozen large markets, along with spot radio. Network radio includes simulcasts of NBC's *Cavalcade of Sports* and CBS's *Arthur Godfrey's Talent Scouts* as well as NBC radio's *Truth or Consequences*.

Television properties are *Arthur Godfrey and His Friends*, the *Garry Moore Show* and *Bob Crosby Show* on CBS-TV and *People Are Funny* and *Perry Como Show* on NBC-TV. Gillette and its Toni Co., are participating sponsors on the network radio and tv programs. Paper-Mate hopes to reach an estimated audience of 45 million viewers on tv each week.

Broadcast media will be augmented by newspapers, magazines, and Sunday supplements. Paper-Mate Co. became a Gillette subsidiary late last year. The "Piggy Back" is a new pen with built-in spare refill.

Ideal Signs for Parade

IDEAL TOY Corp., New York, last week signed with NBC-TV to sponsor for the second consecutive year Macy's annual Thanksgiving Day Parade telecast, Nov. 22, 11-12 noon EST. According to Ideal President Ben Michtom, local retailers will be able to buy a 40-second station break in the middle of the hour-long show. The toy company currently participates in 34 local children's programs in 28 cities. Grey Adv., New York, is Ideal's agency.

GE Signs for Summer Show

GENERAL ELECTRIC CO.'s appliance and tv set division, through Young & Rubicam, New York, last week signed to sponsor a series of 10—as yet untitled—30-minute original teleplays in ABC-TV's 9-9:30 p.m. EDT Tuesday time slot, to be vacated by the summer hiatus of Danny Thomas' *Make Room for Daddy*. The new series premieres July 3.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 26 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 2, 9, 16, 23, 30).

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

June 2 (9:30-11 p.m.) *Ford Star Jubilee*, "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.

June 7 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

NBC-TV

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros., through BBDO (also May 28).

May 21-25 (3-4 p.m.) *Matinee*, participating sponsors (also May 28, June 1, 7-8, 11-12, 19-22, 25-29).

May 21-25 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also May 28-June 1).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31, June 26-28).

May 27 (3:30-4 p.m.) *Zoo Parade*, sustaining (also June 17, 24).

May 27 (4-5 p.m.) *Antarctica: Third World*, sustaining.

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse*, "Primary Colors," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents*, Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]

White-tailed Deer

Odocoileus virginianus

Family groups like this help make the far reaches of Michigan a paradise for hunters and vacationists. The proud parents are rusty-red in summer; brownish-gray in winter. Spring-born fawns sport white spots until autumn.

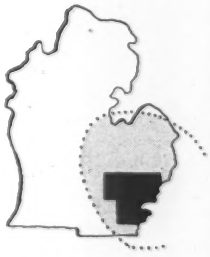
Original sketch by conservationist Charles E. Schafer.

Put your dollars where the people are

Deer are dears but they don't spend a buck for food, drugs, cigarettes or any other product you advertise on radio.

Enjoy the deer when you vacation in Michigan but put your advertising dollars where the people are—on WWJ, first in Detroit in experience, acceptance, and audience-winning personalities.

70 per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM FM

WORLD'S FIRST RADIO STATION

owned and operated by

THE DETROIT NEWS

NBC Network

• ***National Representatives:*** **PETERS, GRIFFIN, WOODWARD, INC.**

good spot to

be in!

And it's easy to *put yourself* into this picture. Butcher, baker, candlestick maker, you'll get fast results from spot television when you use any of the 12 high-impact stations we represent.

Look what happened with the Continental Baking Company late last year. Their sales of Brown 'n' Serve Rolls in the uranium-rich Salt Lake City area were booming—up 52.5% over the previous year. But Continental figured they could do even better, with the help of KSL-TV. And how right they were! A low-cost schedule of 26 announcements jumped their November-December sales *151% over the same months in 1954!* As Mr. A. N. Rassmussen, Continental's district manager, said at the time: "With results like these you can be sure spot television will continue to be one of our prime buys... and KSL-TV heads the list!"

Easy to understand why more than 400 national spot advertisers are currently placing schedules on one or more of the 12 stations (and the regional network) we represent. *Good spot to be in!*

CBS TELEVISION SPOT SALES *Representing*

WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston-Houston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and the CBS Television Pacific Network

Ask to see our presentation on the effectiveness of Spot Television. Call, write or wire Clark B. George, 485 Madison Ave., New York City 22; PLaza 1-2345.

SPOT NEW BUSINESS

General Foods Corp. (Post Grape-Nuts Flakes and Post Sugar Crisp), Battle Creek, Mich., will launch premium promotion campaign during June and July, using tv spots in major markets and messages on regularly-sponsored tv programs—*Roy Rogers, Fury* and *Mighty Mouse*. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

S. C. Johnson & Son (wax), Racine, Wis., set to renew *Robert Montgomery Presents* on NBC-TV (Mon., 9:30-10:30 p.m. EDT) and *The Red Skelton Show* on CBS-TV (Tues., 9:30-10 p.m. EDT). Company is alternating sponsor of each. Agency: Needham, Louis & Brorby Inc., Chicago.

A&A PEOPLE

Carl Sigler, merchandising director, Gordon Best Co., Chicago, named vice president in charge of merchandising. He has also been elected director of Sales Executives Club of Chicago and re-elected director of Merchandising Executives Club of which he is founder.

MR. SIGLER

Fred Klein, associated with The Toni Co. eight years, resigned to join Earle Ludgin & Co., Chicago agency, as vice president and account supervisor.

John J. Poister, supervisor in charge of Alcoa account and contact department director, Tempo Inc., Chicago agency, elected vice president.

William W. Mulvey, member, executive staff, Cunningham & Walsh, N. Y., elected vice president of agency.

Marion Welborn, account executive for five years in L. A. office of The Caples Co., elected vice president.

Hunter Hendee, supervisor on H. J. Heinz account at Maxon Inc., Chicago, elected director of agency.

James R. Bremmer Jr., for 15 years head of his own sales and merchandising firm, to Presba, Feller & Presba Inc., Chicago, as account executive and marketing consultant.

Jerome B. Roscoe, account executive, J. Walter Thompson Co., N. Y., to C. J. LaRoche & Co., in similar capacity. **Richard Eckler,** radio-tv director, Kastor, Farrell, Chesley & Clifford, N. Y., and **Paul Ross,** NBC cooperative program sales department, to radio-tv department, C. J. LaRoche & Co., N. Y. agency. **Celeste Reed Seymour,** supervisor of special promotions, Philip Morris Inc., to LaRoche contact department. **John L. Southard,** new product manager, Vick Chemical Co., N. Y., to LaRoche merchandising dept.

Charles L. Smith Jr., Kal, Ehrlich & Merrick, Washington agency, promoted to account executive. **Florence Sherman** named assistant director of radio-tv department and **Harry L. Merrick Jr.** to manager of direct mail department.

Orville Pickens, formerly chief of bakery research and service, Wilson & Co. (meat, food products), Chicago, to Kitchens of Sara Lee Inc. (cakes), that city, in charge of research and new products department.

NATIONAL TELEFILM LEASES FOX MOVIES, BUYS UM&M IN $6 MILLION-PLUS DEALS

Ten year arrangement with film studio calls for distribution of 52 features to television. Purchase of distributing corporation includes entire short subject library of Paramount Pictures.

IN a flurry of spending that exceeded $6 million, National Telefilm Assoc., New York, last week entered into a 10-year lease arrangement with Twentieth Century-Fox Film Corp. to distribute 52 feature films to television and acquired the total assets of UM&M Corp., New York, including the entire short subject library of Paramount Pictures [B•T, May 14].

The agreement with Twentieth Century-Fox, marking the first time the company has made its feature films available to television, calls for NTA to pay the studio more than $2 million and an undisclosed percentage of the tv exhibition contracts. NTA obtains the exclusive rights to the feature films for 10 years in the U. S. and its possessions, in Canada and to "television stations on the Mexican border."

Ely Landau, NTA president, and Spyros P. Skouras, president of Twentieth Century-Fox, announced news of the transaction simultaneously at the annual stockholder meetings of their respective companies in New York Tuesday. Mr. Landau also announced that NTA officially had assumed 100% stock control of UM&M Corp., a tv film distributing company, for a sum in excess of $4 million. Negotiations for the purchase of UM&M were completed by Mr. Landau and Oliver Unger, NTA executive vice president, with Charles Amory, UM&M president.

Mr. Landau told stockholders that pictures in the Fox library, released theatrically before 1948, include "How Green Was My Valley," "Les Miserables," "The Ox-Bow Incident," "Kiss of Death," "House on 92d Street," "Foxes of Harrow," "Mother Wore Tights" and "My Gal Sal." Mr. Landau indicated that this initial transaction with Fox could be the forerunner of other agreements with the studio for the release by NTA of additional Fox products to tv.

The Paramount short subjects library, which UM&M purchased from Paramount Pictures earlier this year for an estimated $3.5 million, includes film shorts, cartoons, musical shows and specialized presentations produced and released by Paramount before September 1950. They include such features as "Betty Boop," "Little Lulu," "George Pal Puppetoons," and "Noveltoons." NTA also acquires from UM&M distribution rights to various syndicated tv film series, including *Sherlock Holmes, Paris Precinct, New Orleans Police Department, Janet Dean, Registered Nurse* and *Flash Gordon*.

Under the purchase agreement, the Paramount films may be rented for tv use throughout the world and for theatre showings outside the U. S. and Canada. The library has sound tracks in French, Italian, Spanish, German, Japanese and Portuguese, in addition to English.

Mr. Landau said that the sales and administrative personnel of UM&M will be absorbed and integrated into the NTA organization. NTA maintains headquarters in New York and regional offices in Los Angeles, Memphis, Minneapolis, Chicago, Boston and Montreal.

Mr. Landau painted a rosy picture for the outlook of NTA, expressing the view that about $8 million in tv exhibition contracts are expected to result from the UM&M library over the next three to four years. He said that each quarter of NTA's current fiscal year, ending next June 30, has shown a "substantial" increase in gross sales over the previous comparable period, and contended that this growth pattern would rise "substantially" in the next few years.

Loew's May Sell

IN THE WAKE of Twentieth-Century Fox Film Corp.'s lease arrangement with National Telefilm Assoc., reports circulated last week that Loew's Inc. is prepared to release its library of feature films and short subjects to television. Though no details were available, a Loew's spokesman said the company has been considering tv release and has held talks with various tv film distribution companies and with financial syndicates.

Among those reported to have had discussions with Loew's are NTA and Louis Chesler, Canadian financier, who recently purchased the Warner Bros. library for $21 million through PRM Inc. One source said Mr. Chesler has offered Loew's about $50 million for all rights to some 900 feature films and shorts, but NTA's bid was "considerably lower." The M-G-M library includes such productions as "Broadway Melody," "Anna Christie," "Trader Horn," "Mata Hari," "Grand Hotel," "Mutiny on the Bounty," "The Good Earth," and "The Postman Always Rings Twice." It is understood that Loew's does not plan to include "Gone With the Wind," released theatrically in 1940, in any library it may offer to tv.

ELY A. LANDAU, president of National Telefilm Assoc., addresses the first annual stockholders meeting of NTA in New York City. L to r: Harold Goldman, NTA vice president in charge of sales; Oliver Unger, executive vice president; Don Shack, election inspector; Jack Verschleiver, election inspector; Edythe Rein, vice president; Justin Golenbock, NTA counsel, and Mr. Landau.

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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN APRIL

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Star & Story (Official)	Sat.	7:00	WRCA-TV	20.7
2.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	19.3
3.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	16.8
4.	Guy Lombardo (MCA-TV)	Thur.	7:00	WRCA-TV	14.2
4.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	14.2
6.	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	13.2
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	13.1
8.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	11.5
9.	The Goldbergs (Guild)	Thur.	7:30	WABD	11.2
10.	Looney Tunes (Guild)	M.-S.	6:30	WABD	10.1

LOS ANGELES — SEVEN-STATION MARKET

1.	I Search for Adventure (Bagnall)	Thur.	7:00	KCOP	21.4
2.	Life With Father (CBS Film)	Fri.	7:00	KNXT	20.2
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	17.8
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	17.6
5.	Confidential File (Guild)	Sun.	9:30	KTTV	17.4
5.	My Little Margie (Official)	Mon.	7:30	KTTV	17.4
5.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	17.4
8.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.6
9.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	15.6
10.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.2

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	23.0
2.	I Led Three Lives (Ziv)	Tue.	9:30	KSTP-TV	21.2
3.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	20.4
4.	Annie Oakley (CBS Film)	Sat.	4:30	WCCO-TV	19.8
6.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30am	WCCO-TV	18.3
6.	Cisco Kid (Ziv)	Sat.	8:30am	WCCO-TV	16.9
7.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	14.9
8.	Celebrity Playhouse (Screen Gems)	Sun.	9:30	KSTP-TV	14.1
9.	Highway Patrol (Ziv)	Thur.	10:00	WCCO-TV	13.4
10.	Laurel & Hardy (Governor)	Sat.	5:30	WTCN-TV	12.3

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Thur.	9:00	KOMO-TV	29.4
2.	Highway Patrol (Ziv)	Thur.	7:00	KOMO-TV	29.2
3.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	29.0
4.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	25.5
5.	Judge Roy Bean (Screen Craft)	Mon.	7:00	KING-TV	23.2
6.	I Search for Adventure (Bagnall)	Sat.	7:00	KING-TV	21.1
7.	Superman (Flamingo)	Tue.	6:00	KING-TV	20.0
8.	Champ'ship Bowling (Schwimmer)	Sat.	6:30	KOMO-TV	18.4
9.	Wild Bill Hickok (Flamingo)	Thur.	6:00	KING-TV	17.9
10.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	17.8

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	35.4
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	26.5
3.	Champ'ship Bowling (Schwimmer)	Sat.	11:00	WNBQ	20.9
4.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	16.8
5.	Studio 57 (MCA-TV)	Tue.	10:00	WBKB	16.2
6.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	15.2
7.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	14.9
8.	Highway Patrol (Ziv)	Thur.	9:00	WBKB	14.7
9.	D. Fairbanks Presents (ABC Film)	Thur.	10:00	WBKB	13.8
10.	Passport to Danger (ABC Film)	Thur.	10:30	WBKB	13.3

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tue.	7:00	WRC-TV	19.4
1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	19.4
3.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	18.3
4.	Death Valley Days (McC.-E.)	Mon.	7:00	WRC-TV	16.8
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.5
6.	Wild Bill Hickok (Flamingo)	Thur.	7:00	WRC-TV	13.8
7.	Champ'ship Bowling (Schwimmer)	Sat.	6:30	WMAL-TV	13.7
8.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	13.5
9.	Celebrity Playhouse (Screen Gems)	Tue.	10:30	WTOP-TV	12.5
9.	Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.2
2.	Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	23.2
3.	Kit Carson (MCA-TV)	Tue.	6:00	WLWA	22.9
4.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	21.8
5.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	18.5
6.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	17.8
7.	Sheena of the Jungle (ABC Film)	Thur.	6:30	WLWA	17.2
7.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	17.2
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	16.9
10.	I Led Three Lives (Ziv)	Tue.	7:00	WSB-TV	16.3
10.	Science Fiction Theatre (Ziv)	Tue.	7:00	WAGA-TV	16.3

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tue.	10:30	WJW-TV*	28.5
2.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV*	23.2
3.	Range Rider (CBS Film)	Sun.	7:00	WEWS	22.9
4.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	21.2
5.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WJW-TV*	20.3
6.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	19.8
7.	Badge 714 (NBC Film)	Fri.	7:00	WJW-TV*	18.1
8.	My Little Margie (Official)	Mon.	7:00	KYW-TV	16.0
9.	Kit Carson (MCA-TV)	Sun.	6:30	WEWS	15.1
10.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	15.0

* WJW-TV was formerly WXEL—Changed to WJW-TV April 16, 1956.

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	28.8
2.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	27.4
2.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	27.4
4.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	26.6
5.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	23.9
6.	Wild Bill Hickok (Flamingo)	Tue.	6:30	WNAC-TV	22.6
7.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	22.0
8.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	21.1
9.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	20.8
10.	Roy Rogers Feature (MCA-TV)	Sat.	5:00	WNAC-TV	19.4

DAYTON — TWO-STATION MARKET

1.	City Detective (MCA-TV)	Tue.	7:30	WHIO	27.8
2.	Highway Patrol (Ziv)	Thur.	9:30	WHIO	27.7
3.	Man Called X (Ziv)	Fri.	10:30	WHIO	25.0
4.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO	23.5
5.	Gene Autry (CBS Film)	Thur.	7:00	WHIO	19.6
6.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WLWD	17.3
7.	Hopalong Cassidy (NBC Film)	Sun.	1:30	WHIO	16.9
8.	Racket Squad (ABC Film)	Tue.	7:00	WHIO	16.3
9.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	16.1
10.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	15.8

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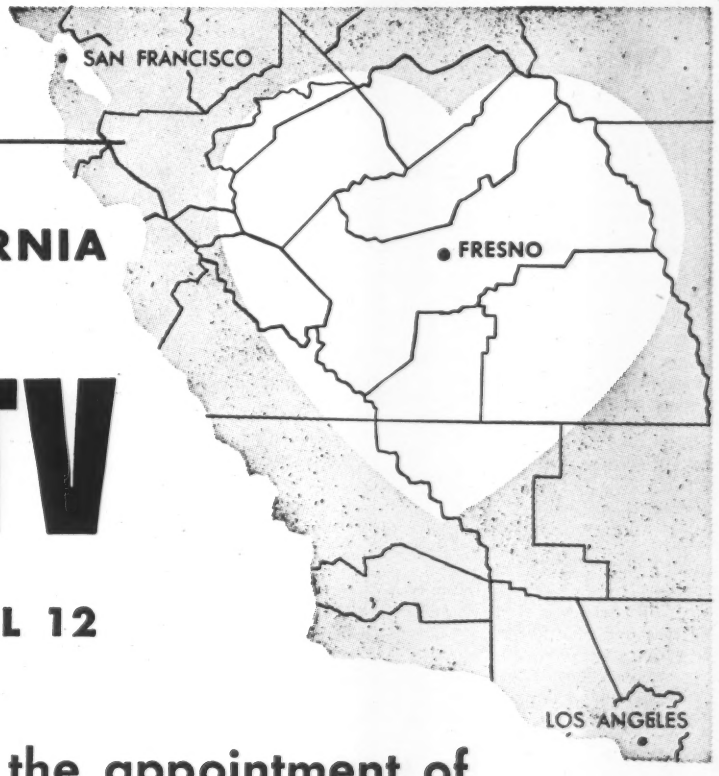
AGRICULTURAL HEART LAND
OF THE GOLDEN STATE



IN FRESNO, CALIFORNIA

KFRE-TV

CBS TELEVISION CHANNEL 12

announces the appointment of

BLAIR-TV

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One of America's high-income areas, Fresno and the Central California market fill the 350-mile gap between Los Angeles and San Francisco with over a million people.

Besides a big industrial development, here is America's top farm market—producing 95% of the country's wine, 75% of its olives. And its steadily mounting income is not anchored to the corn-hog ratio.

Combining Columbia's fine programs with strong local features, KFRE-TV offers the logical advertising lever to swing more of this desirable market your way.

Video Power 316,000 watts. On the air since May 10.—so phone Blair-TV today and nail-down some of the choice availabilities still open.

CALIFORNIA INLAND BROADCASTING COMPANY
FRESNO, CALIFORNIA

NOW ON THE AIR • TOP POWER, 316,000 WATTS

'Annie Oakley' Sponsors Sign Two-Year Contract Renewal

IN A transaction believed to be unique in the film syndication field, CBS-TV film sales announced last week it has concluded negotiations with two advertisers for two-year national sponsorship of the *Annie Oakley* series, representing a $2 million contract. The sponsors are Carnation Milk Co., Los Angeles, represented by Erwin, Wasey & Co., Los Angeles, and Continental Baking Co., New York, whose agency is Ted Bates Co., New York.

In announcing the sponsorship, Wilbur S. Edwards, general sales manager of CBS film, voiced the view that this is the first time sponsors have committed themselves to a syndicated film series over a two-year period. Mr. Edwards believes it is "the largest single commitment for a program in the history of syndication."

The contract, according to Mr. Edwards, calls for Carnation to sponsor *Annie Oakley* on alternate weeks in 114 markets and for Continental to sponsor the series on alternate weeks in 73 markets, with 57 cities being common markets. In remaining markets, the alternate weeks will be offered to other advertisers.

Mr. Edwards observed that the contract is, in effect, a renewal, as the two companies currently are sponsoring *Annie Oakley* for a one-year period on the same line-up of markets represented in the new pact. The new agreement goes into effect for Carnation in October and for Continental in January 1957. CBS-TV film sales has sold *Annie Oakley* in a total of 167 markets to date.

$6.28 Million Gross Sales Chalked up by Guild Films

GROSS SALES of Guild Films Co., New York, during the fiscal year ended Nov. 30, 1955, amounted to $6.28 million, rising 33⅓% over the previous fiscal year, it was reported last week by Reuben R. Kaufman, Guild Films president.

Total net income of the company during the year, according to Mr. Kaufman, was $182,445, included an accrued federal income tax refund of some $62,000. Mr. Kaufman indicated total net income might have been higher, except for the execution of an expansion program in late 1954, "which imposed on the company a very high outflow of cash." The unaudited report for the first quarter of the current fiscal year, he said, shows a profit of about $70,000.

Storer Buys 'Movie Parade'

PURCHASE by Storer Broadcasting Co. of the *Hollywood Movie Parade* package of 104 Columbia Pictures feature films for use on four of its tv stations has been announced by Robert H. Salk, sales director of Screen Gems Inc., New York, distributors of package. The sale to Storer for use on WJW-TV Cleveland, WJBK-TV Detroit, WSPD-TV Toledo and WBRC-TV Birmingham, Ala., raises to 38 the number of stations set to carry the package.

'Calamity Jane' Series Set

AFTER several months of negotiation, Mickey Rooney Enterprises and Screen Gems Inc. have completed a deal whereby a new television series entitled *Calamity Jane* will be produced by the Rooney company for the Columbia tv subsidiary, it was announced last week. Mickey Rooney personally will produce the telefilms. Production on the first of the 39-show series will begin at Columbia Studios about July 1. Mickey Rooney Enterprises will headquarter at the Screen Gems offices.

ROSEMARY CLOONEY, Dick St. John (l), vice president of Guild, Bascom & Bonfigli, San Francisco, and E. L. Volkwein, vice president-advertising manager of Foremost Dairies Inc., discuss the new *Rosemary Clooney Show* at a Hollywood press preview last week. Foremost, through Guild, Bascom & Bonfigli, is sponsoring the half-hour musical variety program, which began last week on 57 stations.

Salt Lake Activities Placed Under MCA-TV Seattle Office

EXPANSION of the Seattle sales office of MCA-TV Ltd. film syndication division into a new district office, with supervision extending to cover Salt Lake City, was announced Friday by Wynn Nathan, vice president in charge of sales. Seattle salesman John Von Herberg was named northwest district manager. He will report to Robert Greenberg, vice president and western sales manager.

Mr. Von Herberg will coordinate activities of the Seattle and Salt Lake City offices. Mr. Nathan also announced the transfer of George Carlson from Salt Lake City to manager of MCA-TV's Boston office, with duties covering all of New England. Will Thomas, MCA-TV trainee at Beverly Hills office, has been assigned to Salt Lake City office with territory to include Montana, Idaho, Utah, Colorado and Wyoming.

'Four Star' Program Sales Hit $1.75 Million in 4 Weeks

SALES on the re-run *Star Performance* library of the original 153 *Four Star Playhouse* programs have reached a figure of $1.75 million in four weeks, it was announced last week by Herman Rush, vice president in charge of sales for Official Films Inc., New York.

Mr. Rush said the gross sales figure "more than equals the dollar value of Official's stock purchase of Four Star Productions" [B•T, Feb. 13]. The library, he added, has been sold in more than 38 markets, including a regional sale to the Budweiser Brewing Co., St. Louis, through D'Arcy Adv., St. Louis, covering 10 major markets. Station sales reported were to WPIX (TV) New York, WBBM-TV Chicago, KNXT (TV) Los Angeles, KGO-TV San Francisco, WCAU-TV Philadelphia, plus other outlets.

Ziv Makes Appointments

THREE-DAY special sales meeting opened in New York last Wednesday for key executives of Ziv television programs. These sessions will be followed by meetings in other cities for divisional sales personnel.

M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced at the meeting that Don Brogdon has been promoted from account executive in the Atlanta office to spot sales manager in that city. New account executives joining the company, Mr. Rifkin said, are John Davidson, Atlanta; John Menaney, New England, and Noah Jacobs, New York.

FILM RANDOM SHOTS

Office du Cinema Francais, devoted to expanding U. S. market for French films, moved to permanent headquarters at 654 Madison Ave., N. Y.

Broadcast Information Bureau, N. Y., has issued its Spring 1956 edition of *Who's Who and What's Where at Tv Film Producers and Distributors,* directory with information on advertisers using tv commercial spot announcements and firms making film spots.

Southern Tv Films Inc. has moved main office from Memphis, Tenn., to Dallas, Tex., at 310 S. Harwood St. Branch office remains in Memphis at new address, 361 S. Second St.

Academy Films, Hollywood, reports building new sound stage, to represent only sound stage in West owned by firm making educational films, according to Academy.

Rambro Productions, L. A., has been formed to make tv shorts and commercials, business films and documentaries. Firm, headed by **Bill Deming,** executive producer, headquarters at 6671 Sunset Blvd.

Transfilm Inc., N. Y., tv film commercial production firm, has opened branch production office in Hollywood.

FILM PEOPLE

Marvin L. Lowe promoted from central division representative to vice president and director of sales for Tele-Pictures Inc., Beverly Hills, Calif., distributor of feature motion pictures for television.

Arthur L. Gray, formerly general manager of WITV (TV) Miami, Fla., and tv writing instructor, U. of Miami, to Reela Films there as general sales manager.

Henry Holt, animator, Walt Disney Productions Inc., Burbank, Calif., to Sarra Inc., tv film commercial studios, Chicago, as client consultant and film director.

Walter Sachs, production supervisor, International Motion Picture Studios, N. Y., to production manager, George Blake Enterprises, N. Y.

Jerome M. Weisfeldt, previously western division manager of Hygo Television Films, N. Y., has joined midwest sales staff of C & C Television Corp., N. Y.

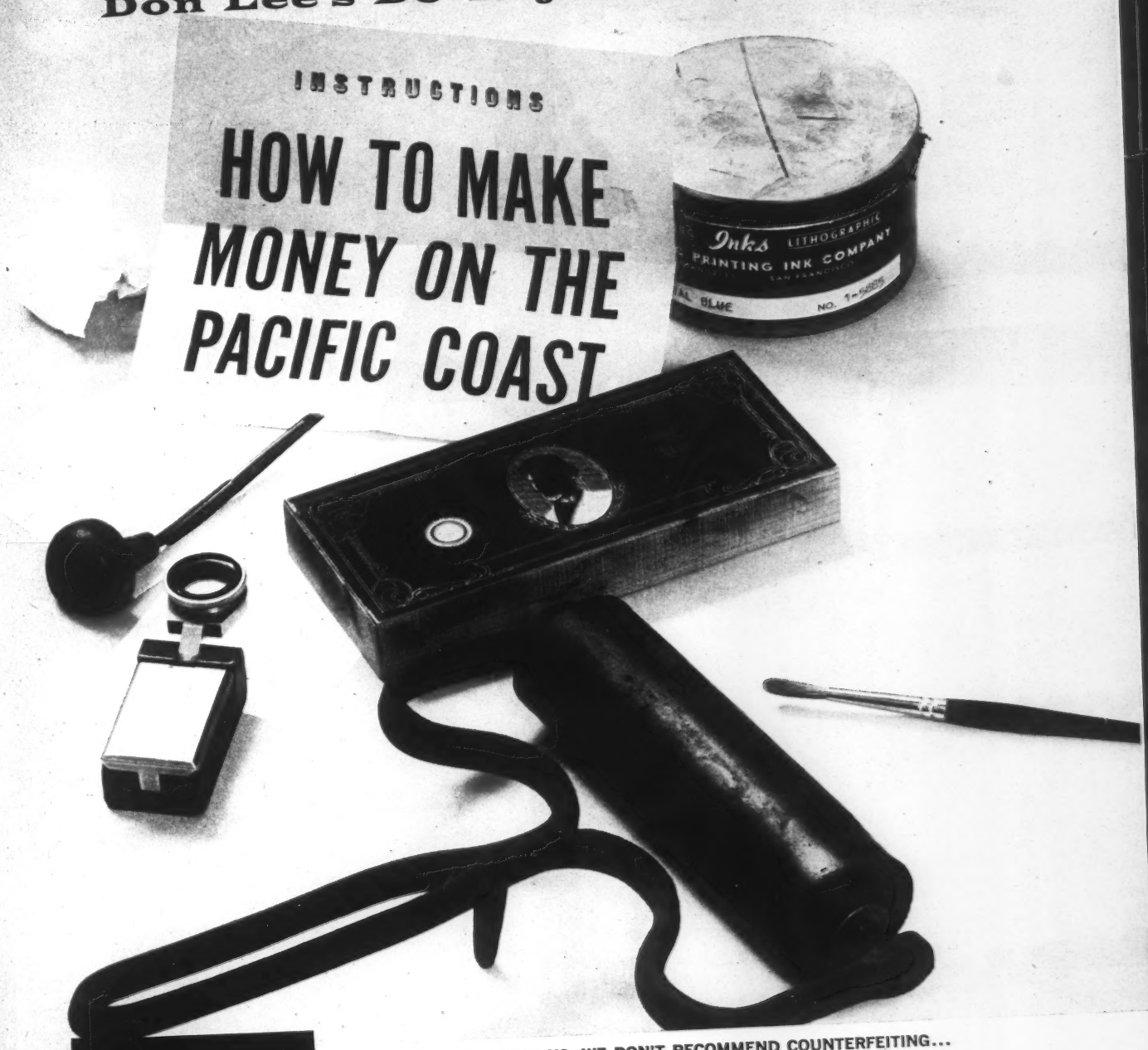
O. R. Bellamy, account executive, Frederic W. Ziv Co., Cincinnati, Ohio, and former general manager, WWSO Springfield, Ohio, and **Albert Seres,** formerly with Westinghouse Electric Supply, Miami, Fla., to Television Programs of America, N. Y., as account executives. Mr. Bellamy will remain in Cincinnati covering Ohio area, and Mr. Seres will cover Florida.

Hal Melone, tv writer, signed by Goodson-Todman to produce *The Web,* half-hour suspense series, for Screen Gems, Hollywood.

Jack Emanuel, film writer-director, named story editor for *Warner Bros. Presents* on ABC-TV.

John Behney, actor who had recently organized Encore Films, Miami, Fla., production firm, died May 10. He is survived by his wife, Jackie Pierce, performer, WTVJ (TV) Miami.

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
RADIO
1313 North Vine Street
Hollywood 28, California

Represented nationally by H-R Representatives, Inc.

DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...

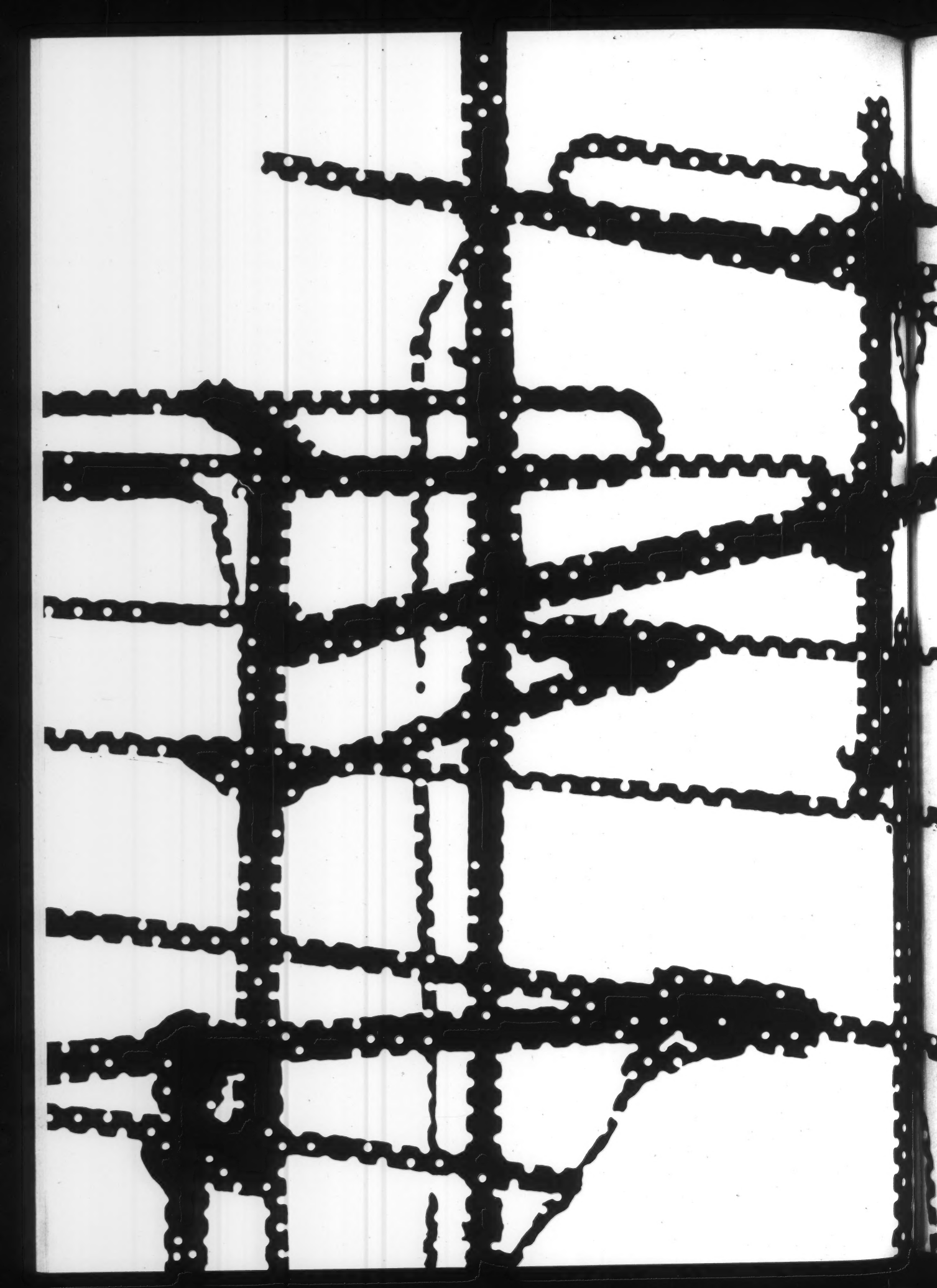
We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

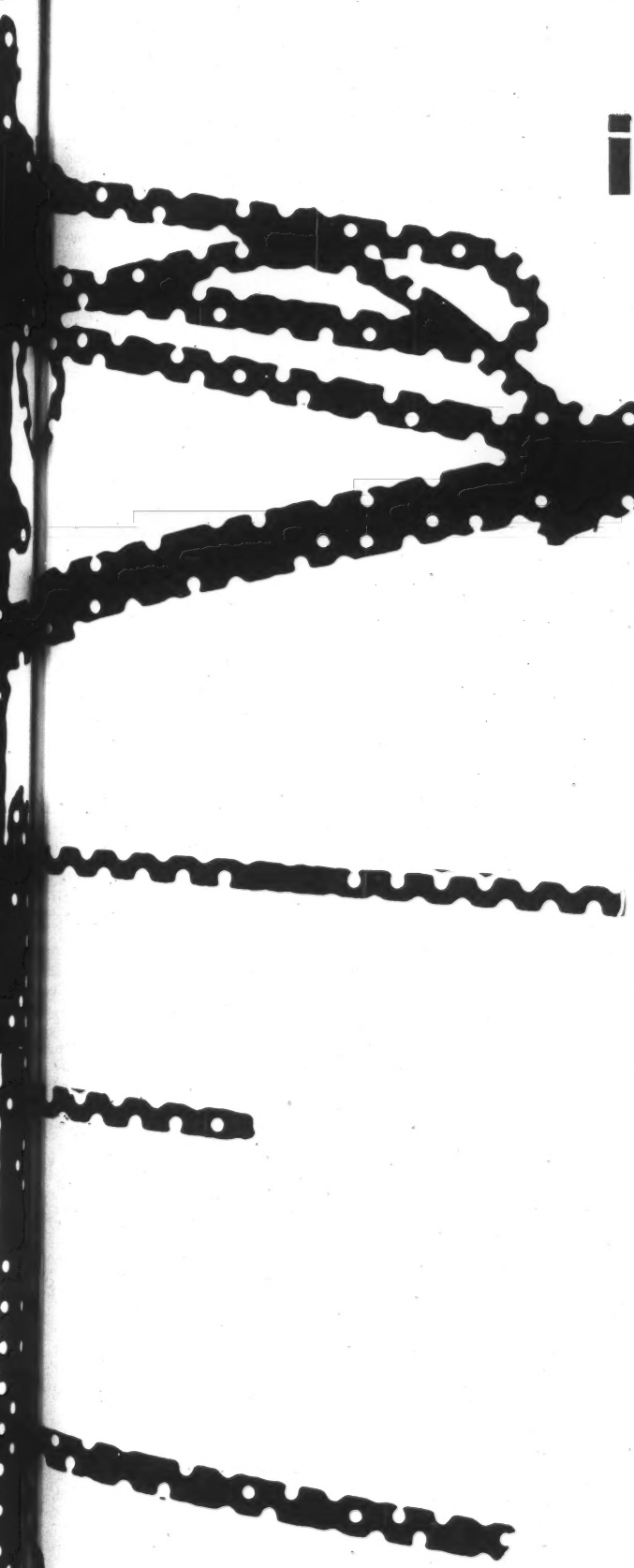
In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.

To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO





in comes the world!

Monday newspaper headlines are made on television's Sunday forums. Every voter can meet his candidates face to face – on television – before he decides how to vote. A Senate hearing on TV achieves the status of No. 1 audience attraction in a nation brimming over with audience attractions. Far-flung places are as accessible as the living room television set. Children experience the world, from finger-painting to the look of an armadillo, by watching TV.

As television has grown, it has aimed its cameras deeper and longer at the people, the places, the ideas, that give shape and substance to our time.

Television makes it possible for viewers to meet the world's genuinely great minds with such a series as NBC's Conversations with Elder Wise Men. The major intellectual developments of the past fifty years are illuminated in Princeton '56, produced in cooperation with Princeton University. The Project 20 Events cover, in documentary form, the whole dramatic sweep of the 20th Century – and with Nightmare in Red and The Twisted Cross demonstrated the tremendous audience response to this kind of programming.

NBC's plans for covering the Presidential Conventions and Election of 1956 will make it possible for a whole nation to be an immediate and intimate witness to political events.

By enlarging television's capacity for pictorial journalism in depth, for forums and debates, for telementaries and educational programs, NBC participates – fully, richly, regularly – in the lives of America's families.

exciting things are happening on

NBC **Television**

a service of RCA

flint! now michigan's 2nd market

In 1956 more Flint people are ready to spend more dollars in Flint

Now it's official.* The big, prosperous Flint market is second only to Detroit in Michigan. Right now more than 97,000 families total a record 330,000 ready-to-buy consumers. They're ready and *able to buy* with the Flint per Family Effective Buying Income for '55 at a remarkable $7,181. It looks like a big, bustling future for Flint . . . heart of Michigan Industry . . . largest General Motors plant city in the world. Bigger and better payrolls are on the way from Flint plants of Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt. That means right now is the best time ever to sell Flint . . . and WFDF can help you do it. Just call Katz to make the job really easy!

* SM 1956 Survey of Buying Power

Represented Nationally by the Katz Agency

sell it on flint's 1st station wfdf

NBC Affiliate

Associated with: WFBM AM & TV Indianapolis — WOOD AM & TV Grand Rapids — WTCN AM & TV Minneapolis-St. Paul

Wilson Named Sales Manager By INS; Brislin Assists Him

WILLIAM C. WILSON, International News Service southern division business director, Atlanta, last week was named to succeed the late Louis Allwell as INS sales manager. Mr. Allwell died March 29. At the same time, Tom R. Brislin, superintendent of domestic bureaus, was named to an additional post of assistant sales manager.

MR. WILSON

Before joining INS in February last year, Mr. Wilson was with United Press as midwest and southeast sales representative. He was with various southern newspapers before coming to UP in 1941. Mr. Brislin, an INS employe since 1938, started in the news department, switched to the business staff following World War II and was named to his current post in 1951.

New Catalogue for SESAC

IN ORDER to facilitate the selection of musical selections by broadcasters, SESAC Inc., New York, last week began making available to all its station subscribers a new classified and alphabetical catalogue. The compact, comprehensive volume, Sesac said, indexes the station's Sesac library into 54 "easy-to-find" categories, "places at their fingertips" over 5,000 selections of SESAC's "best music in America," and gives such details as number, title, composer, and whether a selection is vocal or instrumental. Also in the package: an artist list, category breakdown and other features that should, according to SESAC, "make it a perfect companion volume to the bridges, moods and themes catalogue."

Theatre Directory Available

THE LATEST EDITION of a book listing items of interest to theatrical producers, *Simon's Directory of Theatrical Materials, Services & Information*, is now available at $2.50 per copy, publisher Bernard Simon has announced. The 100-page book catalogues actors and plays, actor's equipment, stage equipment, playhouse equipment, publicity services, New York stage records, books about the theatre, and items of general information. *Simon's Directory* may be purchased by writing to Mr. Simon at 1674 Broadway, New York 19, N. Y.

PROGRAM SERVICE SHORTS

International Visitors Center Inc., N. Y., announces new, creative linguistic department established to aid advertising agencies, radio-tv packaging firms and other media groups to translate foreign language copy.

RCA Thesaurus, N. Y., transcription library, has signed 14 U. S. stations in South, East and Midwest, two stations in Manitoba and Ontario, Canada, and Rediffusion Ltd., Trinidad, British West Indies.

Jewell Radio & Television Productions, Chicago, moved to Suite 17, 540 N. Michigan Ave.

Audio-Video Recording Co., N. Y., has acquired former studios of WMCA New York and recording company at 1657 Broadway, adding 20,000 sq. ft. to present operation. Company serves advertising and recording industries.

An Open Letter to Jack Webb from KMPC

Dick Whittinghill and Jack Webb are shown here in a scene from the May 24 "Dragnet" show, in which Dick plays "Mr. Buckingham," radio disc jockey.

KMPC

The Station of the Stars ★ 5939 Sunset Boulevard ★ Los Angeles 28, Calif.

Dear Jack:

All of us at KMPC join with Dick Whittinghill in saying "thank you" for choosing him to portray an outstanding DJ for your May 24 show on the NBC-TV network.

Dick and "Bender" are highly regarded by KMPC and by scores of thousands of Southern Californians. It is a high compliment to him to have his talents demonstrated across the nation to the millions of "Dragnet" viewers.

All of us look forward with real anticipation to seeing your May 24 "Dragnet" show, with Dick, "Bender" and all their gimmicks.

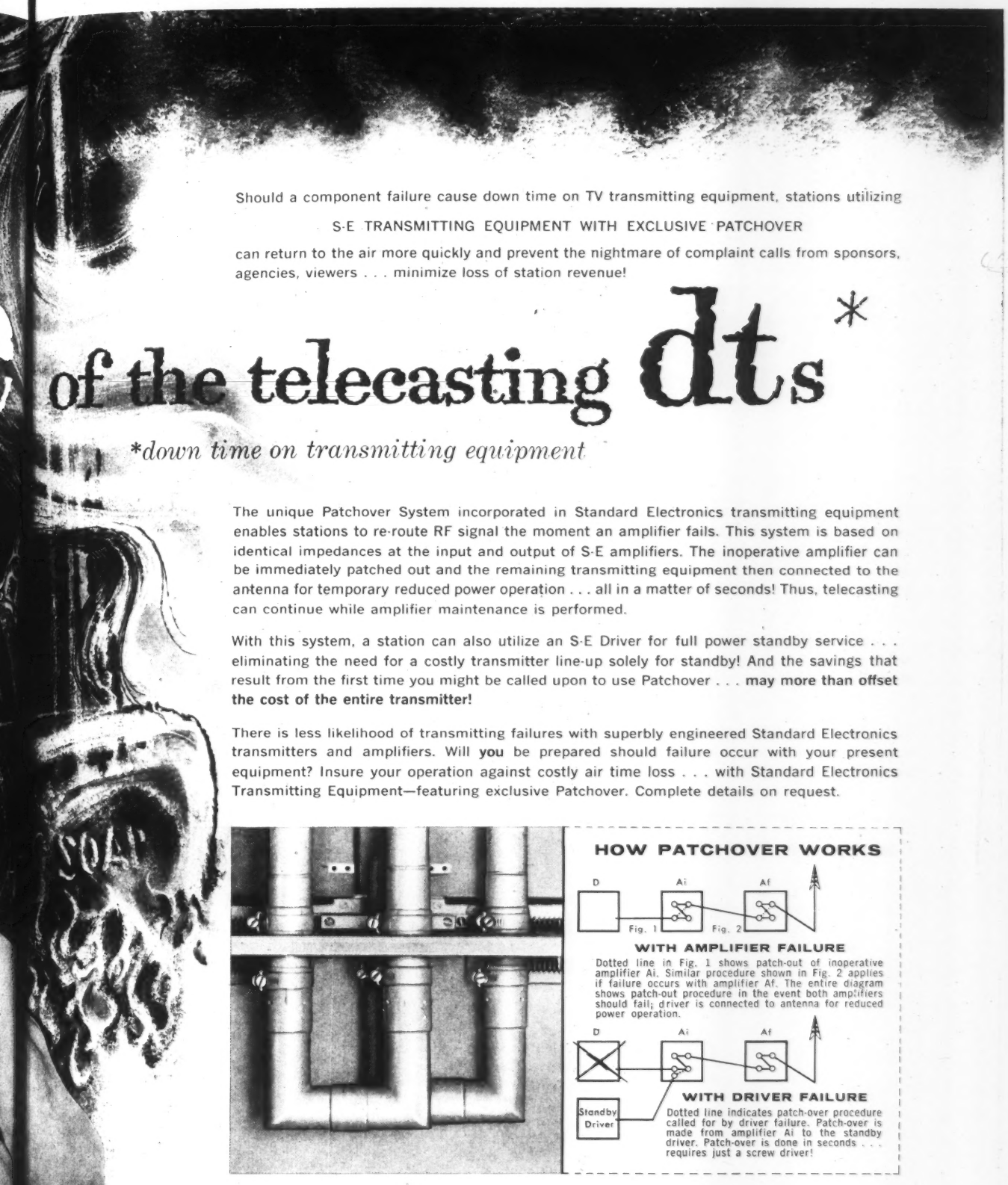
Again—thanks for singling out Dick Whittinghill as the disc jockey best suited to play this part.

Sincerely,

Roberto. Reynolds

Vice-President and General Manager

beware
CONTRACT
TIME



Should a component failure cause down time on TV transmitting equipment, stations utilizing

S-E TRANSMITTING EQUIPMENT WITH EXCLUSIVE PATCHOVER

can return to the air more quickly and prevent the nightmare of complaint calls from sponsors, agencies, viewers . . . minimize loss of station revenue!

of the telecasting dts*

**down time on transmitting equipment*

The unique Patchover System incorporated in Standard Electronics transmitting equipment enables stations to re-route RF signal the moment an amplifier fails. This system is based on identical impedances at the input and output of S-E amplifiers. The inoperative amplifier can be immediately patched out and the remaining transmitting equipment then connected to the antenna for temporary reduced power operation . . . all in a matter of seconds! Thus, telecasting can continue while amplifier maintenance is performed.

With this system, a station can also utilize an S-E Driver for full power standby service . . . eliminating the need for a costly transmitter line-up solely for standby! And the savings that result from the first time you might be called upon to use Patchover . . . **may more than offset the cost of the entire transmitter!**

There is less likelihood of transmitting failures with superbly engineered Standard Electronics transmitters and amplifiers. Will **you** be prepared should failure occur with your present equipment? Insure your operation against costly air time loss . . . with Standard Electronics Transmitting Equipment—featuring exclusive Patchover. Complete details on request.

HOW PATCHOVER WORKS

WITH AMPLIFIER FAILURE

Dotted line in Fig. 1 shows patch-out of inoperative amplifier Ai. Similar procedure shown in Fig. 2 applies if failure occurs with amplifier Af. The entire diagram shows patch-out procedure in the event both amplifiers should fail; driver is connected to antenna for reduced power operation.

WITH DRIVER FAILURE

Dotted line indicates patch-over procedure called for by driver failure. Patch-over is made from amplifier Ai to the standby driver. Patch-over is done in seconds . . . requires just a screw driver!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY.

CORPORATE HEALTH, GAINS IN RADIO-TV THEME OF AB-PT STOCKHOLDERS MEETING

Broadcasting-movie theatre company now negotiating for loan increases to strengthen cash position, provide for growth in facilities and programming, and for planned heavy investment in color tv.

THEME of American Broadcasting-Paramount Theatres Inc.'s annual stockholders meeting in New York last Tuesday was corporate health hypoed by a bustling radio-tv division.

The meeting, presided over by AB-PT President Leonard Goldenson, revealed a number of significant signposts of the broadcasting-motion picture theatre company. Among them:

• AB-PT is negotiating for increases in its now outstanding loans in a move to strengthen its current cash position. The capital is needed for ABC's growth in facilities and programming and for an anticipated heavy investment in color.

• An increase in net earning for the second quarter is indicated. (Estimated net operating profit of AB-PT for the first quarter was up 34% over the same period of a year ago [B•T, April 23].)

• Statement by Mr. Goldenson that "the most significant development during the past year has been the emergence of the broadcasting division as a sound, rapidly-growing and increasingly-profitable operation with a solid position in an expanding field of activity."

• The payoff is in the making for AB-PT's "major investment" (merger with ABC in 1953) and "risks" because top advertisers are now being attracted to ABC-TV's program roster and still more are committed for the fall.

• ABC-TV stands to benefit "greatly" as tv steadily increases in influence and importance as a factor in social and economic activities. This will be so, according to Mr. Goldenson, because the network "has more remaining time to sell than any other television network."

• There were more advertisers (51) on ABC Radio in the first quarter of this year than in 1951 (34) and they sponsored 53% more program broadcasts. But "smaller units and lower time charges" barred more revenue now than five years ago in radio, although the sponsorship increase shows "an awakened awareness of network radio as an efficient advertising medium and indicates that more and more advertisers will be 're-discovering' it in the future."

Mr. Goldenson reported rating and audience dominance by some ABC-TV shows which, he added, "was not the case in previous years." He also took note of audience acceptance as "growing steadily," of an increase in the number of home hours devoted to ABC-TV programs weekly, and of the boost in the network's share of top advertiser sponsorship. Of the expected cash increase, he said:

"As ABC grows, gaining a greater share than it has today of the expanding television business, its cash requirements will increase. This is so, because increased air time sales are but a synthesis of increased studios, inventory, film stockpiles, receivables and the myriad of things which form a network operation. Moreover, as we get into color television, very large outlays of cash will be required."

In revealing that AB-PT will seek additional cash for its operating funds, Mr. Goldenson noted that the firm's board of directors had stressed the need for a strong cash position ever since the three-year-old merger took place. To illustrate the importance of this "strong cash position," Mr. Goldenson pointed to AB-PT's "arrangements with Walt Disney, which were the turning point in our progress." He indicated the Disney-AB-PT arrangement needed a cash outlay. Mr. Goldenson observed that AB-PT "constantly" replenishes its cash position by "the large amounts of cash from theatre earnings and depreciation."

As he had mentioned in AB-PT's annual report, Mr. Goldenson noted the firm's theatre business currently is not up to last year's level. He said the public is more selective in choosing motion picture fare with tv a factor contributing to this weeding out process; that greater sums of money are being allocated by motion picture producers to high quality features but fewer such pictures are being made; that theatres must pay higher film rentals because of the increased competition for pictures by exhibitors. In answer to a stockholder's question, Mr. Goldenson estimated the current flow of major film productions to be about 250 a year as compared to about 650 issued 10 years ago.

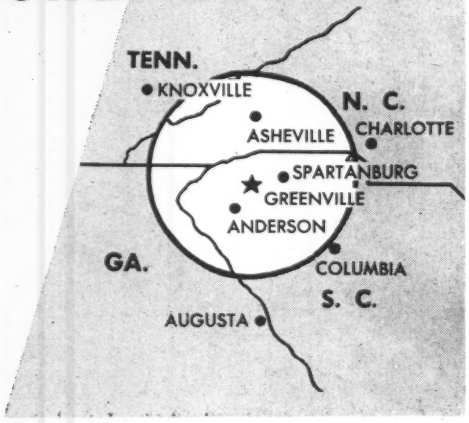
Asked how ABC-TV compares with CBS-TV and NBC-TV in affiliated stations, Mr. Goldenson said he would confine comparative figures to the number of basic affiliates in top markets. ABC-TV, he revealed, has about 70 such stations as compared with an estimated 110 of the other two networks.

He told another stockholder if earnings in-

(Continues on page 68)

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.

Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM) Audio—50,000 Watts Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by WEED TELEVISION CORP.

FIRST ON THE SCENE!

Dick Buller

Mike Perrini

Bates Farrell

Frank Gaal

...WITH 4 WKMH REPORTERS FOR *On-the-Spot* NEWS COVERAGE

WKMH's Mobile Broadcasting Unit is ready for round-the-clock coverage of news, anywhere, anytime! And, its 4 able reporters get the facts FIRST! No wonder Detroit's news-hungry listeners just naturally tune to WKMH for the latest, most accurate news every hour, on the hour!

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by Headley-Reed

WOULD BRICKER CHOKE TV'S BLOODSTREAM?

STANTON SAYS NETWORKS VITAL TO ADVERTISING

A 'STRANGE SPECTACLE' now is being produced in Washington, D. C., according to CBS President Frank Stanton. Star of this fantastic production, says Dr. Stanton, is Sen. John W. Bricker (R-Ohio), who in the past has been one of the most ardent champions of the withdrawal of government regulation of business but who now proposes to regulate private radio and television networks as public utilities. In a speech before the American Marketing Assn. in Philadelphia last Tuesday—at which time Dr. Stanton was presented the 1956 Parlin Award, top AMA honor for "distinguished achievement in the advance of marketing"—the CBS president struck back at Sen. Bricker's proposal, calling it a serious attack on both the marketing and public service functions of television. A condensation of Dr. Stanton's talk follows.

TELEVISION had the good fortune, in contrast to Miniver Cheevy, to have been born just at the right time. So far and fast have we come since then that it is hard for us now to remember that it was still all but impossible only a decade ago to buy a new passenger automobile.

When peacetime production began to resume, its first effort was, in the language of the day, to "refill the pipe lines." Seen in perspective now, this process was quick. So great was the incentive to produce, and so great did the production become, that had it not been for the rise of marketing techniques and researchers to meet it, this country could shortly have been confronted by such an insoluble glut of immovable goods as could have plunged us into acute economic indigestion from which we might not have recovered for years.

But this was precisely what did *not* happen. Many bold innovations were responsible for our increasing ability to produce *and* consume and keep these two processes in step, but none deserves more credit, or has had less, than what went on in the domains of marketing and distribution.

Television played a substantial role in helping market the tremendous output of this country's postwar productive facilities. And as a market-shaping and market-changing force of some considerable magnitude, television rose from a force of virtually zero at the end of World War II to a force embracing six hours a day of the time of 34 million families in the United States 10 years later.

The Growth of An Unfettered Medium

Hand in hand, television has served American business and risen to become a remarkable *social* force in American life. Television has been able to grow, more rapidly than any other industry that I know of, not only because it has, by and large, given the American public what it wants, but more important because it has given to the viewers what they want *without any further payment* once they have bought their sets. It seems to me self-evident that television would not have developed so well or so fast had there been a penny of cost to the owner other than for the purchase and maintenance of his set.

What is significant, and what can be so easily overlooked, is that the marketing function—which is the sole source of television's income—pays not only for the great entertainment programs which the public has come to rely upon and enjoy so much. It also pays for the other programming activities which have given television its social force and status—its functions in the public service. By this I mean its function as a part of the press—its news efforts, its programs devoted to the major issues of the day, its broadcasts devoted to carrying from one end of the country to the other the great events of our daily history, when and as they happen, the functions of education and culture, from opera to Dylan Thomas to Shakespeare to the study of the Constitution and the life of African bushmen.

Television has brought to this nation a wholly new form of journalism—electronic journalism—which gives the people an opportunity to see the great events as they happen, and see the leading protagonists of the main issues of the day, see and hear for themselves first hand, so that they can make up their own minds. This, I submit, is a great instrument of pure democracy existing as a co-product with the marketing function.

This year—1956—is, in fact, a year of special importance in this area for television. As we approach convention time the news from Washington and elsewhere makes it abundantly clear that television is a focal point in the planning and shaping of the conventions and campaigns this summer and fall.

This year 1956 will be only the second year in television's life—and, in truth, in some respects even the first—in which these events will have fully national, fully professional television coverage available to all of the 99.2% of the people in the United States within range of at least one television signal.

Coping With A Coverage Challenge

Convention coverage this summer will present a very special challenge to television, requiring the most exacting kind of thought and planning, and huge resources in both manpower and dollars. The cost of CBS radio and television convention coverage this year will run to over $5 million. Over 300 members of our networks will be working directly on this giant task. Planning for this year's convention coverage began in earnest in September 1954—23 months before the first "call to order." And because the two conventions are scheduled so closely together in time, and so far apart in space, we will have the unprecedented task of transporting between 10 and 12 tons of delecate electronic gear 2,000 miles by air, having it in working order in San Francisco's Cow Palace 24 hours after the final gavel falls in Chicago.

I find it more than a little ironic that I should feel it even relevant, not alone necessary, to remind ourselves that tasks such as these can *only* be performed by networks and that, if there were no networks in 1956, someone would have to invent them promptly, simply because necessity *is* the mother of invention. I find it ironic, too, to feel it appropriate, at this stage of television's life when networks and their program product have such pervasive impact and such explicit public attention, even to pause for a moment to underscore the obvious truth that *only* networks can provide *live* nationwide television service such as this.

The importance to the marketing function of live and simultaneous nationwide television service needs no emphasis from me to you. Marketing students and practitioners know well the significance of the flexible, simultaneous commercial message at a predictable time and at a predictable place in the program schedule—put there through a simple order which exposes the message to a potential 100 million customers at once. *Only* a network can do this.

And, apart from the commercial message, it is only a network which can provide on a nationwide basis the real magic of television

United Press News Produces!

KLOR Channel 12

OREGON TELEVISION, INC.
915 N. E. DAVIS STREET
PORTLAND 14, OREGON
PHONE BELMONT 4-9721

March 30, 1956

Mr. Hank Minard
United Press Associations
814 Mission St.
San Francisco, California

Dear Hank:

Just a quick note to bring you up-to-date on our news picture during the past several months. We are now getting some very healthy ratings in our news strip, which I am sure can be attributed to the excellent facilities from U. P.. The present package seems to give us a good balance of film and still pictures, and that augmented by the up-to-the-minute wire service, provides a comprehensive picture right up to deadline.

More significant, however, is the fact that we have been able to get national sponsors for all of our news segments. All of whom have renewed for another year.

Keep up the good work.

Kindest regards,

S. John Schile
General Manager

SJS:s

United Press

—its real vitality—the live program, seen by the nation just *as* it happens and just *when* it happens. I do not for a moment deny the entertainment and informative qualities of some film programs. Indeed, some programs require film and are better for it. But good as film programs are, and many of them are very good, it is the live quality that gives television its truest excitement and strongest vitality.

Even more important, it is the networks and their ability simultaneously to communicate events as they happen, and people's thought as they are articulated, which gives to this nation its most effective means of nationwide visual communication in time of national crisis. Network television has brought a cohesion among the people to a greater degree than has existed before. And it has provided the nation with the potential of an incalculable benefit in terms of national interests, for it makes available a means by which, in time of national crisis, we as a nation are afforded a mobility—an ability to turn on a dime—which may even be a condition to survival if we should ever have to meet totalitarianism head-on. For network television has made it possible, and will make it possible, for the people to act promptly and on an informed basis because they *want* to act. And that, I submit, is a far surer way for a nation to respond, a way far more certain of success, than to act without understanding and just because that is the action which some distant, disembodied terrifying voice has ordered.

These are benefits which should and must be preserved. You will agree, I know. Yet I think it important that I urge this point on you this evening. For although I find it hard to believe, these benefits are now being attacked—heavily. We have in Washington at present a strange spectacle. One of the most ardent champions of the withdrawal of government regulation of business proposes now to regulate the private radio and television networks—from transmitter to receiver—as public utilities. A most vigorous advocate of private enterprise, free of government supervision, would now, suddenly, straight-jacket advertisers by formulating new ground rules perhaps affecting program service, station coverage, network affiliation policies and rates. In other words, the marketing of goods and services would be forced into agonizing, artificial economic patterns.

And only yesterday he was quoted by the Associated Press as saying a government "checkrein" may be needed to make sure television networks broadcast unbiased news. According to the story, he cited this as an additional reason why he believes Congress should hold hearings on his bill to put networks under federal regulation.

Sen. Bricker—A Modern King Canute

This gentleman is Sen. John W. Bricker of Ohio, who now appears before the nation as a Twentieth Century King Canute, ready to tell the electronic signals that they must turn back at the edge of town. If he is not moved in his proposals by misinformation, or by ignorance, then we shall have to guess what other motives he may have for his proposed suppression of an essential part of our national communications system. For he would say to you that your marketing efforts must concentrate on *fewer* people rather than *more*—or, alternatively, to deny the fact that more people live in a big city than live in a small town. Sen. Bricker seems unaware that it is the radio and television *networks* that interconnect the nation; that give small towns the same programs as big cities.

The attack on networks is serious. It is serious to the marketing function of television, and it is serious to the public service function. Should the enemies of networks ever succeed in destroying them, a serious deterioration in television programs and national coverage would be a swiftly following consequence. The entertainment function of television could continue, mostly through the use of films. But the live and instantaneous linkage provided by the nationwide networks, whereby Twin Falls and Tampa are in the same bloodstream with Philadelphia and New York, would disappear.

There could be television without networks—but only in the same sense that there would still be banks if the Federal Reserve System were abandoned, or that automobiles would still run even after the destruction of the nation's turnpikes. In a day when our American pride is that our national interconnections are becoming greater and greater; when we are building superhighways and the St. Lawrence Seaway to achieve greater and greater accessibility with one another, the hamstringing of networks would be a monstrously grotesque backward step.

But assuming that this backward step is never taken, I see the growing interdependency of markets and communications as a great and good thing in the future. I feel quite sure that the new mass communications, far from rendering everything bigger and more brittle and harder to manage, are more likely to render things more plastic, better articulated, more understandable, and in many ways will turn many matters away from specialists and *back into the hands of the people*. An era of flexible and closely articulated *de*centralization seems to me to be the era we are most likely to enter. Although "regionalism," as meaning conflicts in tastes and customs, will tend to disappear, "regionalism" as meaning more autonomy for district and local managements is almost bound to increase. The idea that fewer and fewer groups of bigger and bigger moguls will manage the whole country from New York or from Washington is obsolete. The flexibility of democracy must win out, over the rigidity of imposed control at the top.

Tv Networks Spell Progress

Television and marketing, together, are only at the threshhold of their contributions to the American people. For the viewing screen in the living room today can bring back to American politics the spirit of the town meeting, in which all citizens know the looks, the voice, the demeanor of the man who is asking for their confidence. The viewing screen in the living room can bring back to business dealings the intimate face-to-face confrontation, the alibity to demonstrate, the person-to-person simplicity that flourished in earlier days when the lady of the house went out to the peddler's cart to see for herself; when she did not need to take a carriage, or a steam train or an electric street car to a metropolitan trading center, to buffet the crowds of "downtown" and of "Main Street," to come home with a coffee grinder or a broom, or five yards of cheesecloth.

In short, it looks to me as if American life would in some ways resume the aspects of the intimacies of 100 years ago, as opposed to the heavy, unresponsive and, in many cases, arrogant, institutions of the 1880s, 1890s, and the 1900s, when the dominant phrase was "the public be damned" of the monopolist. Politically, I think the "mass meeting" is on the way out—along with torchlight parades and red fire, and the crowds in the street waiting for the magic lantern in the newspaper office to project a hand-drawn slide onto a bedsheet hoisted between two wooden telegraph poles, to tell the public of the day that McKinley was running ahead of Bryan.

And what modern technology adds to this older pattern in our lives—this new simplicity, I would be willing to call it—boils down, in essence, to one great thing: The ability to throw the demagogue or the thug, or the bore, or the snake-oil salesman out of the house, out of consciousness, if he *does* get in there, by a gentle twist on the knob that says OFF.

(Continued from page 64)

crease "very well and strong" throughout this year, it was possible the board would give "favorable consideration" to increasing of the dividend (it was cut from about $2 to about $1 at the time of the AB-PT merger consummation and has since not been increased). In the question-and-answer period, Mr. Goldenson also emphasized that AB-PT's gross "went up" but that expenses "went down" last year, a development he thought unusual in corporate operation—"we watch those expenses like a hawk, I can assure you," declared Mr. Goldenson.

In a rundown on other AB-PT operations, Mr. Goldenson tagged a "good progress" sign on ABC Film Syndication Inc.; "operating profitably" on Disneyland Amusement Park (AB-PT has 35% interest); "improvement in sales and earnings" of Microwave Assoc. (electronics production of which AB-PT has a third ownership); "increase in business" on Technical Operations (research and development—AB-PT has stock interest); "progressing very well" on Am-Par Records, phonograph subsidiary organized by AB-PT last year.

In the formal actions, stockholders approved an amendment to the by-laws reducing the board of directors from 18 to 17, and elected directors for another year. Directors: Earl E. Anderson, ABC vice president; John Balaban, president, Balaban & Katz Corp., AB-PT subsidiary; A. H. Blank, president, Tri-States Theatre Corp., also an AB-PT subsidiary; John A. Coleman, partner, Adler Coleman & Co., brokerage firm; Charles T. Fisher, Detroit

True color . . . high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

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GPL

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Cable Address: PRELAB

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banker; E. Chester Gersten, New York banker; Mr. Goldenson; Robert H. Hinckley, AB-PT and ABC vice president; Robert L. Huffines Jr., president, Textron American Inc.; William T. Kilborn, president, Flannery Mfg. Co., Robert E. Kintner, AB-PT vice president and ABC president; Sidney M. Markley, AB-PT vice president; Walter P. Marshall, president, Western Union Telegraph Co.; H. Hugh McConnell, insurance executive; Edward J. Noble, AB-PT's chairman of finance committee and chairman, executive committee of Life Savers Corp.; Robert H. O'Brien, AB-PT financial vice president and secretary; Robert B. Wilby, Wilby-Kincey Service Corp., AB-PT subsidiary.

Reelected as officers: Messrs. Balaban, Blank, Goldenson, Kintner, Markley, O'Brien and Wilby.

GERRY ZORBAUGH ABC VICE PRESIDENT

Appointment is unique in network history. Promotions of James A. Stabile, Omar F. Elder, and Muriel H. Reis also announced.

PROMOTION of three ABC executives and election of ABC's first—and the first of any national network—woman vice president was announced last week by ABC President Robert E. Kintner.

The woman vice president is Mrs. Geraldine Zorbaugh, secretary and general counsel, who

MRS. ZORBAUGH

MR. STABILE

in addition to the vice presidency was appointed special assistant to Mr. Kintner. In the other changes, James A. Stabile, ABC vice president, adds the duties of general counsel to that of assistant secretary of American Broadcasting-Paramount Theatres Inc. (ABC's parent organization); Omar F. Elder, assistant general counsel, adds the post of ABC secretary, and Muriel H. Reis, a member of the legal department, becomes assistant secretary.

Mrs. Zorbaugh was formerly with a New York law firm. She joined ABC's legal department in 1943, moved up the legal ranks and in 10 years became ABC's secretary and general counsel. Her husband is Harvey W. Zorbaugh, a New York U. professor and the director of the school's communications art division.

Mr. Stabile, also an attorney, had been associated with William Morris Agency where he handled negotiations and the preparation of radio and tv packages as well as licensing rights for programs and program titles before joining ABC's legal unit in 1951, later becoming administrative manager for ABC-TV's network program department and, in 1954, director of business affairs for the network. He was elected a vice president only last January.

Mr. Elder was assigned to ABC's legal staff in 1947, was named assistant secretary of ABC in 1951 and three years ago was made assistant secretary and assistant general counsel. Formerly with a New York law firm, Mrs. Reis joined the ABC legal staff four years ago.

Goldenson Top Earner At AB-PT; Kintner 3d

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., parent company of ABC, was AB-PT's highest paid officer last year, receiving an aggregate remuneration of $182,214. Robert E. Kintner, ABC president, was third highest paid, receiving $100,000.

Mr. Goldenson's income included $25,000 in expense allowances, while all eight of AB-PT's top officers shared $35,400 in expense allowances. Mr. Goldenson also purchased 50,000 shares of common stock, exercising option warrants during the period from Jan. 1, 1955, through March 27, 1956. The option price was $16.63 per share, Mr. Goldenson buying the stock when the closing price on the exchange was $29.75 per share.

According to a listing made available at AB-PT's stockholders meeting last week (see separate story), Mr. Kintner was shown to own 1,900 shares of preferred and 3,500 shares of common, along with holding stock options for 9,500 common shares. Mr. Goldenson also holds stock options for 25,000 shares of common.

Other highest paid officers: John Balaban, president of Balaban & Katz Corp., $134,900 in aggregate, including $10,400 in expense allowances, and exercise of a stock option purchase of 7,500 shares; A. H. Blank, president,

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The **QUINT CITIES**

CHANNEL 6
WOC-TV

Nation-wide favorite...
UNITED AIR LINES
DC-7 NONSTOPS
COAST-TO-COAST

UNITED
AIR LINES

Here's the perfect combination of speed and luxurious comfort and it's provided by United Air Lines. Food, for example, is prepared in United's own flight kitchens. The seats are big and soft and fully reclining. There's a friendly club lounge and for your added convenience on arrival, extra-fast luggage delivery—another United DC-7 exclusive.

4 luxury nonstops daily each way between New York and both Los Angeles and San Francisco...Also deluxe DC-7 nonstops from Chicago to Los Angeles, San Francisco and New York.

Contact your nearest United ticket office or call an authorized travel agent.

local times quoted

GET THAT CAR!

You can on film...

You can get that car—in spite of the darkness—on today's fast films. What's more, you can get it on the nation's TV screens in less time than ever before thanks to these new films and processing techniques. All of this adds more and more to the facility and economy waiting for you . . . when you **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N.Y.	Chicago 2, Illinois	Hollywood 38, California

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Tri-States Theatre Corp., $49,005 in aggregate; the late Walter W. Gross, who had been AB-PT's vice president and general counsel, $56,391 in aggregate, purchase of 12,500 shares of common stock in options exercised; Sidney M. Markley, AB-PT vice president, $41,630 in aggregate and purchase of 400 shares of common stock in options exercised; Robert H. O'Brien, AB-PT's financial vice president and secretary, $53,404 in remuneration, 12,500 common shares in options used as well as holder of 5,600 shares of common, and Robert B. Wilby, president, Wilby-Kincey Service Corp., $37,204 in aggregate. Listed only were officers of the corporation aggregating $30,000 or more during the year. Directors and officers of AB-PT as a group received an aggregate remuneration of $874,785 in 1955 and exercised options on 114,000 common shares of stock.

Robert H. Hinckley, a director and vice president of AB-PT and ABC, owns no stock in the corporation but holds options for 1,500 shares of common. Mr. Goldenson held 52,450 shares of common stock individually and 250 shares jointly with his wife as of the close of business March 21, 1956 (these holdings are apart from the stock options held). Edward J. Noble, AB-PT's finance committee chairman and former owner of ABC, held 232,528 shares of preferred and 8,949 shares of common. The Edward John Noble Foundation, a charitable trust of which Mr. Noble and Earl E. Anderson, ABC vice president and AB-PT director, are trustees, owns 10,740 shares of AB-PT preferred and 337,304 shares of common. Mr. Anderson individually held 800 preferred and 1,700 common shares.

ABC Challenging CBS, NBC For Network Lead—Kintner

ABC PRESIDENT Robert E. Kintner told a record turnout of the Broadcast Adv. Club of Chicago Wednesday his convictions that ABC-TV will rival CBS-TV and NBC-TV and that ABC "will be the No. 1 radio network within two years." He added: "We believe we're the No. 2 radio network now."

The ABC president commended midwest advertising agencies, pointing out that midwest advertisers now account for over one-third of ABC-TV's current business.

Mr. Kintner traced ABC-TV's progress the past two years, noting growth from 35 million to 80 million "commercial home visits" and an increased reach from an average 70% to 80% of all tv sets. In 1956-57, ABC-TV should hit 85%, he claimed. Ratingswise, during the past three years, ABC-TV has outdistanced both CBS-TV (up 21%) and NBC-TV (down 17%), he claimed.

ABC-TV's objectives, he emphasized, are to establish a competitive programming service from 7-10:30 every week night and to develop programming for advertisers that otherwise might be "too expensive" to finance. Plans for development of morning programming on ABC-TV also were cited by Mr. Kintner.

"We are willing to make time available to advertisers for their own development and we don't believe that 100% of programming on ABC-TV should be controlled by the networks," he asserted. While ABC-TV proposes to offer "elaborate, expensive 90-minute programs" for advertising participations, Mr. Kintner said he foresees a trend toward the return of the half-hour show.

Turning to ABC Radio, he advised BAC delegates "for the good of your clients, attention should be diverted" to it and that radio should be given a "proper hearing." He expressed the conviction that many advertisers who left the aural medium will return and noted a number of small and medium advertisers "without larger budgets" have "looked at radio, bought it and had phenomenal success."

"ABC is in the radio business to stay—and in the network business to stay," Mr. Kintner added.

Committee to Draw Plans For ABC-TV Affiliates Group

A SPECIAL committee appointed last month to draw up organization plans for a permanent ABC television affiliates advisory group will meet May 24 in Kansas City.

The organizing committee is expected to issue a proposed charter and bylaws for the permanent group and to draw plans for testimony which ABC-TV affiliates will present next month to the Senate Commerce Committee. The Senate testimony will defend networks against monopoly charges which have been made before the Commerce Committee.

Meeting at the Kansas City Club May 24 will be Joe Bernard, WGR-TV Buffalo; Don Davis, KMBC-TV Kansas City; Joseph Drilling, KJEO-TV Fresno; Joseph Herold, KBTV (TV) Denver; Fred S. Houwink, WMAL-TV Washington; Harry LeBrun, WLWA (TV) Atlanta; Robert Lemon, WTTV (TV) Bloomington, Ind.; William Walbridge, KTRK-TV Houston —all appointed after a general meeting of ABC affiliates last month [B•T, April 23]. Several other ABC-TV affiliates also are expected to attend, according to Mr. Houwink, acting secretary of the organizing committee.

Dodge Sponsors Another Hour Of Lawrence Welk on ABC-TV

DECKS have been cleared for a new Lawrence Welk series on ABC-TV as Dodge Div. of Chrysler Corp. decided definitely to drop alternate sponsorship of two other network properties. The network was expected to announce the new series momentarily.

Mr. Welk and his orchestra will launch a new hour-long program, aimed at the younger set, in the fall under Dodge sponsorship [CLOSED CIRCUIT, May 7]. Dodge is dropping its sponsorship of ABC-TV's *Make Room for Daddy* and *Break the Bank*, and already has renewed the *Lawrence Welk Show* (Sat., 9-10 p.m. EDT). The new Welk series is expected to begin Sept. 3 or Sept. 10.

Dodge agency is Grant Adv., New York and Detroit. Bert Parks, who conducts *Break the Bank*, is expected to be retained by Dodge in a supplementary non-broadcasting role, it was learned.

Special Holiday Programming To Start May 30 on Mutual

AS a means of dramatizing the areas of the communications field in which radio excels, Mutual plans to institute a programming policy of saluting major American holidays with the entire broadcast day (16 hours) keyed to the particular holiday. MBS last week said this holiday policy will begin with Decoration Day, May 30.

Throughout the broadcast day, spot announcements will be keyed to appropriate Memorial Day messages. All news programs, it is planned, will include the reading of citations of Congressional Medal of Honor winners. From 9-10 p.m., EDT, a special program will be broadcast, including pickups from military installations throughout the U. S. and the world, plus U. S. embassies in various countries. Mutual will air about 20 spot announcements, starting this week, recorded by top service

officers, calling attention to the 16-hour salute to Memorial Day.

The network plans similar observance of Fourth of July, Labor Day, Thanksgiving and Christmas. This programming concept was conceived by Brad Simpson, assistant to the president of Mutual, as a step toward impressing upon listeners of the job that "radio is preeminently qualified to undertake."

Rash of Sales Announced For 'Arthur Godfrey Time'

CHUN KING SALES INC. (canned chow mein, frozen Cantonese dinner, shrimp egg rolls and other oriental foods), Duluth, in its first move to network radio, last week signed a 26-week contract with option to renew with CBS Radio for a quarter-hour-a-week segment of *Arthur Godfrey Time*, effective July 3.

Already on CBS-TV's *Garry Moore Show* as an alternate week sponsor of a quarter-hour segment, Chun King said that specialty foods—like its oriental dishes—benefit from "the 'depth' selling techniques" used by Mr. Godfrey and Mr. Moore. The firm's president, Jeno F. Paulucci, also said that Chun King's enormous growth over the past nine years has enabled it to make use of both radio and tv. Agency is J. Walter Thompson Co., Chicago.

Meanwhile, John Karol, CBS Radio vice president in charge of sales, also announced other advertiser activity on the morning Godfrey show.

New to CBS Radio will be the Amino Products Div. (Ac'cent seasoning) of the International Mineral & Chemical Corp. through BBDO, both Chicago, effective July 2 for 52 weekly quarter-hour segments. Two former CBS Radio advertisers will return to the network June 5 and July 5. On the former date, Bauer & Black Div. (Curad plastic bandages) of Kendall Co. will launch a repeat of last year's "successful" summer campaign, through Leo Burnett, Chicago; on the latter date, Manhattan Soap Co. (Sweetheart soap), New York, will pick up both a quarter hour of radio and a quarter hour of tv time per week on the Godfrey show. Agency is Scheideler & Beck, New York.

Other new buys on the radio show: Bristol-Myers Co. (Bufferin and Ban deodorant) through Young & Rubicam and BBDO, and Standard Brands Inc. (Blue Bonnet margarine and Royal puddings) through Ted Bates—all picking up additional quarter hour periods next month.

WAVE RADIO WINS VARIETY AWARD for "Imagination in Programming"!

We've been *going places* for months here at WAVE with "DIAL 970", our new Monitor-Weekday format. With good reason, too, it seems! . . .

VARIETY has just selected WAVE as one of eleven radio and television stations for its 1955-56 Honor Roll! Here are excerpts from VARIETY'S April 18 write-up:

"Programmatically, WAVE came up with a listenable blend of journalism and showmanship, plussed by intensive promotion. MONITOR was previewed last June via a radio spectacular running, naturally, 90 minutes. When later NBC was developing WEEKDAY, WAVE dittoed with elaborate promotion to snare local sales. The heading was DIAL 970, tailoring each program segment to time of day, available audience, staff personalities, sales requirements and promotional opportunities.

"Prime features are WAKE UP WITH WAVE, CAROUSEL (music and facts), ROADSHOW (for moving radios), NIGHTBEAT ('The Pulse of Louisville After Dark'), complete with scooperoo factors — in short, programming to keep radio from sounding like the 'same dull jukebox'."

NBC Spot Sales has all the facts on WAVE's imaginative, award-winning DIAL 970 — radio that's going places and doing things in Louisville, *and exclusive with WAVE!*

WAVE

5000 WATTS • NBC AFFILIATE

LOUISVILLE

NBC SPOT SALES

Exclusive National Representatives

Bill Goodheart to NBC In Executive Capacity

SHOW BUSINESS executive William R. Goodheart Jr., who has been in retirement for the past 13 years, will join NBC in an executive capacity July 1, according to Robert W. Sarnoff, NBC's president.

MR. GOODHEART

Mr. Goodheart retired in 1943 from Music Corp. of America, of which he was a co-founder in 1924, to establish the Goodheart Farms, Eaton, Ohio, which specialized in prize Aberdeen-Angus cattle and Hampshire hogs.

At MCA, Mr. Goodheart was known for his discovery, development and management of top stars in the entertainment field. When he retired, he was MCA's executive vice president.

Mr. Sarnoff said that at NBC Mr. Goodheart will work on all aspects of network operation with Thomas A. McAvity, NBC's vice president in charge of the tv network. With him will come "unrivalled experience in showcasting hundreds of great entertainers and great entertainment features," said Mr. Sarnoff.

Cited by Mr. Sarnoff was Mr. Goodheart's major role in creating many "hits of radio's golden age in the 1930's." Expected, according to the network head, is an added "new excitement and effectivness to NBC's expanding programming organization."

Among the Goodheart radio credits: the program format, *The Magic Carpet*, for Lucky Strike cigarettes, co-starring three different dance bands three nights a week; the Goodrich Silvertown Chord Orchestra with *Burns and Allen; The Jack Benny Show* with George Olsen's orchestra, and the *Ben Bernie Program* from the College Inn, Chicago. He also helped bring to the fore Eddie Duchin, Horace Heidt on the *Pot O'Gold* program, Tommy Dorsey, Benny Goodman, Kay Kyser and Sammy Kaye.

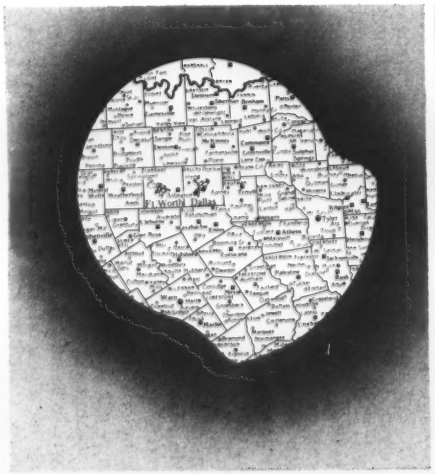
Kovacs to Replace Caesar

A NEW comedy-variety show, starring comic Ernie Kovacs, is slated to replace *Caesar's Hour* during the summer in the Monday, 8-9 p.m. EDT period, starting July 2. The Caesar program starts its hiatus on June 18 and next fall is scheduled to be telecast Saturdays, 9-10 p.m.

it's not difficult to recognize quality . . .

in Dallas, of course, it's **KLIF**

It's true that KLIF overwhelmingly dominates Dallas 24 hours a day in all three . . . Hooper, Pulse and Trendex. But did you stop to look at the vast AREA that KLIF dominates with its five thousand watts non-directional on 1190 kilocycles? It's big, even for Texas!



KLIF . . . DALLAS
KELP . . . EL PASO
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS

NOEMAC STATIONS
NEWS MUSIC

PLAYBACK

QUOTES WORTH REPEATING

TALK ABOUT RADIO, PAST AND PRESENT

IN RECOGNITION of National Radio Week, three veterans of radio had a nostalgic talk on NBC Radio's *Conversation* May 17. They were Clifton Fadiman, who was moderator of *Information Please* in radio's earlier days and is now host on *Conversation;* Ben Grauer, NBC announcer-reporter, and John Royal, former vice president in charge of programs and now consultant to NBC. Here are excerpts from their conversation:

Mr. Fadiman: Isn't it true, Ben, that radio has a great many advantages over tv just as tv has a great many advantages over radio? Radio has still greater mobility than tv. Twenty-five years ago taking radio in the car or on the seashore or even to the game was a relative novelty.

Mr. Grauer: I remember setting up a set 25 years ago. It was a great adventure, and as a kid I inveigled the father of a girl friend of mine—she spoke to her dad and he said, "All right, let that fellow put in a radio set." In those days it had a big heavy battery. It had three dials and a horn that came out of the back and curled up in the front, and I think I made $20 on the transaction, which was an enormous amount of money for installing this gadget.

Mr. Fadiman: Its place has been taken by television, which is now a great, big horrible mechanism for which you need a built-in engineer by the year. Radio, now, is something that you really carry along with you in the sense that you carry along a watch. Another thing is that radio, because it's an easier form and a less expensive medium to work with, has a kind of informality about it which tv cannot possibly have.

Mr. Grauer: You must be thinking of the mutual experience we've had on NBC's *Monitor* and the ease with which we flopped around from Cairo to Lindy's restaurant or to a bistro here and then out to Chicago and then down to South America.

Mr. Fadiman: Radio has great mobility which tv too can command to some extent. The *Wide Wide World* does a good deal of that, but of course it's much more expensive to get that mobility in tv.

Mr. Grauer: Staggering requirements. As a matter of fact that illustrates something that radio can do which tv can't and won't ever be able to do, and that is jump from one place to another.

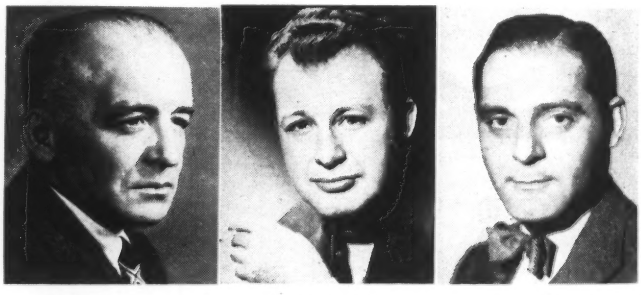
Mr. Fadiman: John, would you say that talent in those days established itself a little more slowly and a little more solidly than tv talent does today? Tv talent now, on account of the fact that it's so expensive to handle, doesn't it have to make a big hit right off the reel in order to establish itself?

Mr. Royal: Yes, the casualty list in television is much greater than it was in radio. Amos and Andy had a great trick. They didn't give you too much. They only gave you two or three jokes each 15-minute period they were on and you could sit back in your chair and find them easy to listen to. But when you have to strain sometimes with television you get exhausted a little bit, in my opinion. Now the biggest lack in radio to me is one of the things that made it, and that's music. How much music do you hear on radio except on recordings? How much live music do you find, either pop or classical or semi-classical?

Mr. Fadiman: Well, John, let's come clean. They can't get the best performers because there isn't quite the money in it that there used to be.

Mr. Royal: All right, but all those best performers were once young and they were new, and there's a great amount of young talent around who are singers and who are musicians and what are they going to do with this talent? I would make radio flexible. I would get more music on radio and not all records. Now you might say, "Well, what are you going to do for money?" The cost of putting on musicale in radio is prohibitive because the musician gets more money in radio than he does in the theatre. Well, if you're going to get more musicians to work, they have got to readjust their salary to meet the situation.

Mr. Fadiman: What do you think radio should specialize in at the moment? It can do marvelous things for the listening public. What particularly? It's doing, it seems to me, remarkable coverage of news.



MR. ROYAL MR. FADIMAN MR. GRAUER

Mr. Grauer: In fact radio can cover news, fast-breaking news, infinitely better than tv.

Mr. Fadiman: John, if I may be autobiographical, do you think that a show like *Information Please* could go with the present radio public again?

Mr. Royal: Yes, I do, if it were changed around a bit. You'd have to give it a new coat of paint.

Mr. Fadiman: I've got a suspicion that not necessarily that particular show but shows like it might be very successful on radio today because I believe that a certain upper mental level group is listening to radio now rather than to television. Maybe this is just an idea on my part, but I'm merely saying that a great many people who find themselves a bit bored by tv are not bored by radio, have the radio habit and do keep listening to radio and would want better shows.

Mr. Grauer: I think that the big flashy type show is finished on radio.

Mr. Royal: Ben, let me tell you about *Show Boat*. The Thursday night that *Show Boat* was on was one of the greatest nights ever in show business of any kind. There was Crosby, there was *Show Boat*, and I think—

Mr. Fadiman: Vallee.

Mr. Royal: There were three one-hour shows. And this came by accident. It wasn't any great genius on anybody's part that put these three one-hour shows together, and it created as much of a sensation as Berle or any other big television hit at the present day. Well, you would think that the three agencies having these shows would get together and see that there was no conflict, that they would protect that which they had by accident. No, they would cut each other's throat to see who could get the latest song hit first. There was a competitive situation.

Mr. Fadiman: Instead of figuring that each was one third of a great show.

Mr. Royal: That's right. They became a unit. Now the thing that people forget sometimes in all phases of our business is that in creating shows and building shows—I don't care whether it's television or for radio—that you must keep in mind balance. But in radio the man who was on at 9 o'clock didn't care who was on at 9:30, and worried a little bit who was on at 8:30 because they might have used that new song ahead of him; and in radio they kind of killed the goose that was laying a flock of eggs—and they were more than golden.

Mr. Grauer: I'm just thinking we also laid another groundwork at that time. We set patterns which tv is following all the time. The broadcasting system covered for the American public. It gave them these entertainers and so on and they paid by listening to the advertising, but they got, in return, conventions, and elections, and special events.

Mr. Fadiman: It opened up the country to the people who lived in it, and for the first time. We owe all that to radio and tv has merely inherited that.

Mr. Royal: They've embellished a form that radio created.

Mr. Fadiman: Sure. they have done pretty well at it though. Now, John, let's not run down poor old tv.

Left to Right: Main Research Building, Service Building, Manufacturing Development Building (behind water tower), Engineering Building, Styling Building and Styling Auditorium Dome facing 22-acre lake, focal point of GM Technical Center.

At this new Technical Center we welcome the challenge of the future

WE HAVE just dedicated one of the most far-reaching industrial projects ever undertaken by an American business.

It is the vast General Motors Technical Center, built on 330 acres of beautifully landscaped campus northeast of Detroit.

More than four thousand scientists, engineers, stylists and technicians are at work within its twenty-five modern air-conditioned buildings—making it the largest institution in the world devoted to progress in the industrial arts and sciences.

As such, through Research, Engineering and Styling it helps make next year's automobiles, home appliances, Diesel engines and our other products better than this year's models.

Beyond that, at the Technical Center men of inquiring minds are delving into the unknown in search of new materials, new forces, new techniques that will maintain America's technological leadership for generations to come.

Here scientists are rearranging molecules and repatterning alloys to produce sturdier metals, more efficient lubricants, more powerful fuels.

Here engineers are experimenting with ways and means of adapting these discoveries to the production of more useful things for the public.

Here stylists are plotting new designs that will insure greater beauty, comfort and convenience in the shape of things to come.

And the horizons of the Technical Center stretch far beyond the motor vehicle. It has already developed the first successful mechanical heart, a new Centri-Filmer for purifying vaccines, and is engaged in many important humanitarian projects.

Thus equipped, General Motors welcomes the challenge of the future. We hope to open new fields of knowledge that will help to build an even more dynamic and prosperous national economy — and attract more and more young people to technical careers.

in technical progress

GENERAL MOTORS

leads the way

KBAB Now ABC Affiliate

AFFILIATION of KBAB El Cajon (San Diego), Calif., with ABC Radio was announced last week by Norman E. Kay, vice president and general manager of the station, and Edward J. De Gray, ABC director of station relations. KBAB operates with 1 kw on 910 kc.

WSAN Named CBS Affiliate

TO REPLACE WHOL Allentown, Pa., in the CBS Radio lineup after WHOL went off 1230 kc May 9, officials of the network reported that WSAN Allentown, Pa., had been signed as a secondary affiliate and would become a primary affiliate Aug. 12. They said WSAN, which has been an NBC affiliate, would carry programs of both networks until the Aug. 12 switchover. Owned by Lehigh Valley Broadcasting Co., with B. Bryan Musselman as president and general manager, WSAN operates on 1470 kc with 5 kw. Coincidentally with WHOL's vacating 1230 kc, which terminated nine-year litigation, WEEX Easton, Pa., commenced operation on that frequency May 10 with 250 w. WHOL's request for authority to operate as 500-w daytimer on 1600 kc was granted by the FCC [B•T, May 14].

WOAI New ABC Affiliate

WOAI San Antonio, owned and operated by Southland Industries, will join ABC Radio as a basic affiliate next Monday, James M. Gaines, WOAI's vice president and general manager, and Edward J. DeGray, ABC Radio's station relations director, are jointly announcing today (Monday). WOAI, heretofore an NBC affiliate, replaces KTSA as the ABC Radio outlet in San Antonio. WOAI is 50 kw on 1200 kc.

HERE'S

SELLING POWER

IN THE KANSAS MARKET

WIBW is now offering its listeners a whole new concept in radio broadcasting—new sounds, new excitement, new interest, new techniques, new programs! This newness has attracted vast new audiences from every walk of Kansas life.

For advertisers, this means new selling power in the Kansas Market. Your Capper man can give you all the details.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

Our 30th Year

Eliasberg to New CBS Post

APPOINTMENT of Jay Eliasberg to the newly-created position of assistant director of research for CBS Television was announced last week by Oscar Katz, CBS-TV director of research. Mr. Eliasberg has been research project supervisor for CBS-TV since February 1955, and previously had been director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, director of research for ABC Radio and a member of CBS' research department.

'O'Hara' in for Autry

THE two-week hiatus of William Wrigley Jr. Co. (chewing gum), Chicago, from CBS Radio, following Gene Autry's sudden decision to call it quits on radio [AT DEADLINE, May 14] was to filled starting with last night's (Sunday) 6:05-6:30 p.m. EDT slot with an adventure drama titled *O'Hara*. The program, which has an international adventure background, probably will be switched to another time and day when Wrigley picks the replacement for the *Gene Autry Show*. The sponsor has option to retain the 6:05-6:30 p.m. time slot.

CBS Radio Promotes Davis

LUCIAN C. DAVIS, CBS Radio network program supervisor, Hollywood, has been named manager of network broadcasts, Hollywood, it was announced Wednesday by William Froug, vice president in charge of network programs, CBS Radio, Hollywood. Mr. Davis has been with CBS Radio since 1936, starting as an usher while attending the U. of Southern California, Los Angeles. After his graduation from USC, he worked in various positions and became an associate director in 1941. He served in the U. S. Marine Corps from 1943-46, returning to CBS as a director.

NETWORK PEOPLE

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., delivered principal address at luncheon opening $125,000 fund drive of United Cerebral Palsy Assn. of Chicago. As national board chairman of association, he called for American industry to support research designed to salvage human brain power.

Sylvester L. Weaver Jr., chairman of board, NBC, named to Muscular Dystrophy Assns. of America radio-tv-film committee. Also on committee: **John Charles Daly,** ABC, **Hubbell Robinson Jr.,** and **John Hundley,** CBS; **Ted Cott,** DuMont; **Gordon Gray,** MBS; **Thomas A. McAvity,** NBC; **Seymour N. Siegel,** WNYC; **Joseph M. Sitrick,** NARTB, and **Y. Frank Freeman,** Paramount Pictures.

David Hebb, director, *Indictment,* on CBS Radio. and **Arthur Peck,** supervisor of network operations, CBS Radio, co-authors of book, *Sports Car Rallies, Trails & Gymkhanas,* published by Channel Press.

Ralph Backlund, executive producer, CBS Radio department of public affairs, married to Caroline Hillman Eckel, assistant to editor, *American Heritage* magazine May 18.

Bette Baron Ripley, ABC-TV writer, married to **Ray Diaz,** national program director, ABC Radio, May 3.

NATIONAL TELEVISION SPENDING UP 23% IN FIRST QUARTER OF 1956, TvB SAYS

President Treyz tells Pennsylvania Assn. of Broadcasters that newspapers gained only 8% in the same period, counters statements by ANPA Bureau of Advertising attacking tv.

NATIONAL ADVERTISERS spent 23% more money in network and national spot television in the first quarter of 1956 than in the same period a year ago, while putting only 8% more into newspapers, TvB President Oliver Treyz told the Pennsylvania Assn. of Broadcasters' annual meeting at Pocono Manor last Thursday (see page 80).

Complete financial figures were not given, but it is known that television network gross billings for the first quarter of this year totaled $116,692,520 while national spot expenditures in tv came to $100,209,000, for a total of almost $217 million for the quarter [B•T, May 14].

Mr. Treyz also revealed A. C. Nielsen Co. figures showing network per-program audience gains ranging from 17 to 23% over those of a year ago. Tv circulation in the past 12 months, he said, "has enjoyed its greatest annual growth to date."

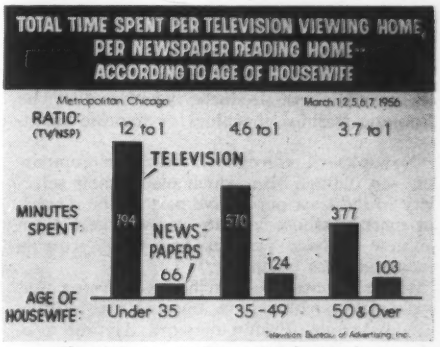
The TvB president tackled newspaper advertising claims specifically, citing both new and previously announced findings in the tv-versus-newspapers study made by Pulse Inc. in Chicago and first unveiled by TvB during the NARTB convention [B•T, April 23]. Some of this as well as additional material also will be shown by TvB this week at a presentation for advertisers and agencies at New York's Waldorf-Astoria Hotel at 9:30 a.m. Tuesday.

Take-off point for Mr. Treyz' Pennsylvania speech was a letter attributed to Harold Barnes of the American Newspaper Publishers Assn.'s Bureau of Advertising. Mr. Barnes was quoted as saying that "the simple, realistic fact is that the value of newspapers to the advertisers is not tied to the severe limitations of the hour or the half-hour. Our dominion is the day—every day. This allows plenty of elbow room and planning room for the advertiser. He controls the time and the place."

While newspaper proponents "have served up some of the most bizzare apple-orange combinations in the history of media competition," Mr. Treyz replied, the Chicago study made for TvB by Pulse measured both television and newspapers "with the identical technique, employing the same kind of arithmetic, and using all the homes and people in the market as a single base." This technique was pioneered, he said, by TvB's research department under Dr. Leon Arons.

The newspaper data gathered in the Chicago study, he asserted, "are just as meaningful as are the television data—because newspapers are read with respect to time."

Among the myths that the Chicago study exploded, he asserted, was that which holds the permanence of newspapers to be a substantial advantage. In the Chicago study—which covered more than 7,000 homes—it was found that "of all references made to individual issues on weekdays, over an 18-hour period, 86% were one-time-only references" [B•T, April 30].



The Woman's Time With Media

"Consequently," he continued, "if a reader misses an article or advertisement when he reads his newspaper, the chances are against his catching up with the missed item or ad."

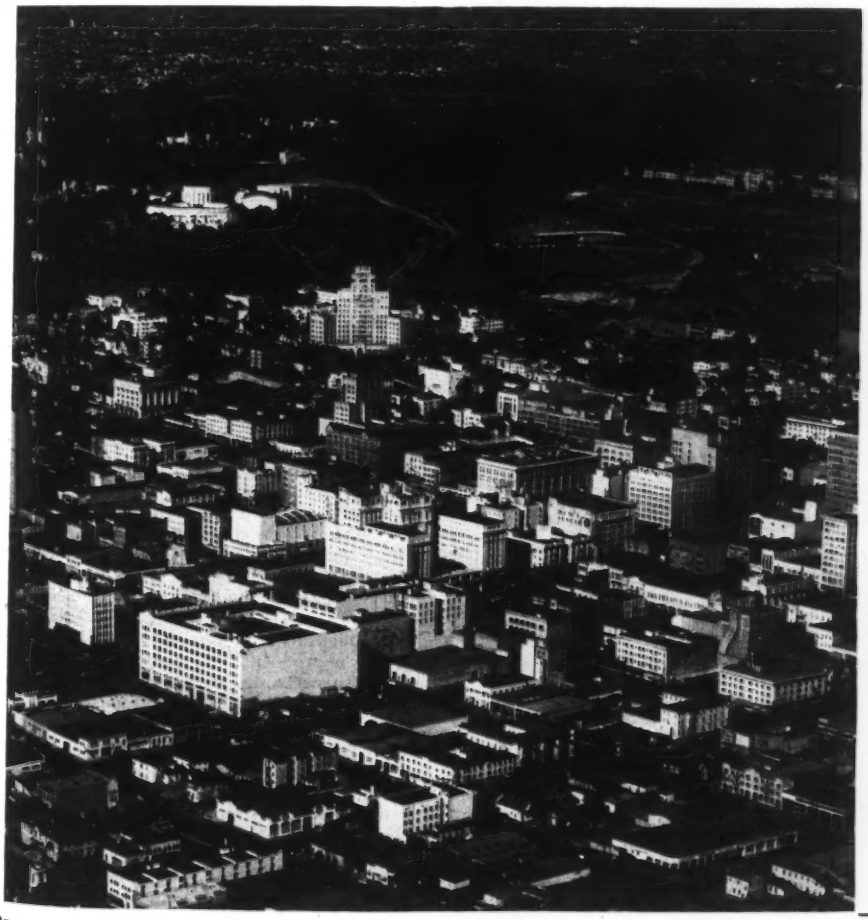
Mr. Treyz also disclosed further Chicago-study findings with respect to reading-versus-viewing habits according to age bracket. He said:

"In families where the housewife is over 50, daily newspaper reading totals 103 minutes. Television viewing is over three times greater.

"Where the housewife is from 35 to 49, television's lead is over 4 to 1.

"And in homes where the housewife is under 35, the time devoted to television is 12 to 1 over newspapers.

"This is but the latest in a series of mounting evidence that television's greatest strength lies in the younger, larger, post-war families with more mouths to feed, more teeth to brush,



Now
KBAB is ABC
in San Diego

Listeners in the rich San Diego market will now be hearing established ABC personalities and shows like Lawrence Welk, Don McNeill's Breakfast Club, Blue Ribbon Bouts, Bill Stern, Martin Agronsky and many more. Strong network programing that has terrific local impact!

KBAB El Cajon, 1,000 watts 910 kc
ABC Radio Network

more hair to shampoo, a better market for most things.

"And a market which, being younger, is less habit-ridden, more easily switched to new habits, new brands, new products, whether they be automatic washing machines or fluoride toothpastes.

"Newspapers, conversely, have—in comparison—an old-age bias, which places their selectivity in the least productive part of the American market, whose growth stems largely from the new postwar families and their growing needs and sales potentials."

Mr. Treyz cited Nielsen figures showing that tv circulation gains have boosted the average Monday-through-Friday network daytime program from 2,698,000 viewing homes (January through April) in 1955 to 3,204,000 in 1956, a rise of 19%. Circulation of the average weekend daytime program has gone up from 3,996,000 homes a year ago to 4,904,000 now for an increase of 23%, while circulation of the average evening program has risen from 6,431,000 to 7,545,000 or 17%.

"Never before has there been such an increase in the circulation delivered daytime programs in the short span of a year," He said. "Never before, also, has there been so large an annual increase in nighttime program circulation."

Mr. Treyz conceded that the Chicago study shows newspapers ahead of television on Sunday mornings—but pointed out that tv is ahead in all other periods, usually by substantial margins. He also conceded that the results showed newspapers read by 96% of the homes each day, as against tv viewing by 91% of the homes. But, he added, tv is far out ahead in terms of time spent with the media—9 hours 51 minutes spent per family in watching television each day, as against 1 hour 41 minutes per family per day with newspapers.

Recipe for **SUCCESS!**

To a great basic network (CBS), add a great affiliate network (ABC). Season with a strong array of local programs. Stir in plenty of Promotion and Service. Then add an active, intelligent sales force and a *4-year record of consistent preference ratings in Rochester!*

MIX 'EM ALL TOGETHER and YOU HAVE THE BEST BUY IN ROCHESTER TELEVISION!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

PA. BROADCASTERS RETAIN COUNSEL

Legal aid to be hired on full-time basis because of increasing governmental and other non-industry-instigated litigation. Wide range of topics covered at group's gathering.

DECISION to retain full-time legal counsel to represent the Pennsylvania Assn. of Broadcasters in matters brought up by increasing attacks by government and other groups on industry affairs was reached last week by that association's board at the annual meeting in Pocono Manor.

Some 200 delegates attended the Wednesday-Friday sales, programming and management sessions. The theme for the convention was "As Others See Us."

In other board action, plans were initiated to form a PAB-sponsored, statewide network which could go into operation on 1-hour notice to provide coverage of important public service activities. A committee to investigate such a network will be headed by Dave Potter, WNAE Warren.

Speakers from four agencies participated in a panel Thursday morning moderated by Kenneth W. Stowman, WFIL-AM-TV Philadelphia.

Details of how radio and tv campaigns are planned and executed by an agency were described to the PAB by Jayne Shannon, media supervisor of J. Walter Thompson Co., New York. In the course of her talk she noted that "radio's strength is at the local level," after saying "network radio today is delivering little more than circulation. This is not to say that it is a weak buy but only to show why it is more generally considered a supporting medium. There are still many saturation type buys representing good value on the networks but network's biggest value, the pattern of solid sponsor-program identity, has been lost."

Miss Shannon hailed the announcement that Station Representatives Assn. plans release of monthly radio spot expenditure figures [B•T, May 14], saying they should be one of the greatest sales promotion tools for spot radio.

W. Robert Eagan, vice president and director of merchandising for Foote, Cone & Belding, Chicago, told the broadcasters that "you shouldn't be doing merchandising just to impress advertisers and agencies and to keep up with your competition. A sweepstakes is no good unless it sells products. An ad or commercial is useless if it doesn't move merchandise. And all the gimmick media mailings in the world only make money for the post office unless they are planned and executed to sell the product. And the product I'm talking about isn't your station or your network—it's the advertiser's product." He pointed out that his agency expects the individual station to consider merchandising problems in the light of local conditions, not to turn out "rote backing for our advertising."

Scott Keck, assistant director, tv-radio department, Needham, Louis & Brorby, Chicago, spoke on "Orders from Chicago—The Need for Closer Agency-Station Coordination."

A sales panel on "Sales Are Where You Make Them," was moderated by Robert M. McGredy, WCAU-TV Philadelphia. Partici-

We're in full voice again. Our new 435 ft. antenna now carries WOAI's 50,000 watt, clear channel voice to more than a million southwestern families. Thanks for your understanding and patience during our brief period of reduced power. We're glad to be fully serving you again.

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate

represented by Edward Petry & Co., Inc.

pants included J. Robert Gulick, WGAL Lancaster; Philip J. Reilly, WLBR Lebanon, and R. Clifton Daniel, WCAE Pittsburgh.

A Thursday afternoon management clinic was moderated by Lester R. Rawlins, KDKA Pittsburgh. Thomas K. Cassel, WATS Sayre, told the delegates "nothing costs so much as a bad salesman." He was followed by Roger W. Clipp, Triangle stations, who said any show worth putting on the air was worth giving a good promotional start, and voiced his belief that merchandising helps clients' sales and therefore helps the station and the medium as a whole. Jim Chambers, WHOL Allentown, discussed programming ideas, while William J. Thomas, WCPA Clearfield, went over personnel problems. A plea that rate cards be made uniform (in content, not in charges) was made by Donald W. Thornburgh, WCAU. He warned against complicated rate structures.

Thursday's luncheon speaker was Oliver Treyz, president of the Television Bureau of Advertising (see page 79). FCC Comr. Robert E. Lee addressed the dinner that night.

SDX Speaker Scores Government Censorship

ABSOLUTE censorship is "securely draped" over the Defense Dept. today and has "spread to all parts of federal government to the great detriment of the interests of the American people," V. M. Newton Jr., *Tampa* (Fla.) *Morning Tribune*, told the Sigma Delta Chi awards banquet in Chicago Tuesday.

Mr. Newton, chairman of SDX's Freedom of Information Committee, emphasized the need for continuing the fight for "the people's right to know" and declared that "a great many people, including some within our profession, believe that a little secret government is all right." He asserted:

"Yet we can no more have a little secret government than we can have a little freedom, a little justice or a little morality."

Mr. Newton was keynote speaker at SDX's awards dinner honoring recipients of 14 distinguished service-in-journalism awards (B•T, May 7, April 23). Sol Taishoff, editor-publisher of B•T, made the presentations, assisted by Spencer Allen, WGN-TV Chicago.

Scoring government officials who "speak out of both sides of their mouths on freedom of information," Mr. Newton expressed doubt "we could find a single federal public servant who has come altogether clean with the people in the matter of facts of government, even though it is the people's business and the people pay his salary."

Mr. Newton, president of AP Managing Editors, traced the growth of censorship the past years from the Truman administration to the present, reviewing SDX's 1955 freedom of information report which cited censorship, "arrogance," "propaganda," and "favoritism" at different government levels.

". . . It isn't difficult to see that we have developed a new philosophy of American government," Mr. Newton declared, claiming the federal official today, with the blessing of the U. S. Attorney General's office, "looks upon government as his private domain" and has "foisted secret government upon the American people." He held that "once absolute censorship is accepted by part of the government, it easily spreads to all of government."

The newspaper profession is "deeply obligated" to fight with all its might "for the absolute principle of freedom of information," Mr. Newton emphasized.

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

NEW VOTE LOOMS ON NARTB FORMAT

Petition from 150 members urges another ballot on at-large director elimination.

A NEW vote by NARTB members on the question of retaining or eliminating the four classes of at-large directorships on the association's Radio Board was virtually assured last week.

NARTB headquarters Wednesday received a petition bearing the names of 150 members and requesting that the question of keeping the at-large director categories be resubmitted for mail balloting. The 150 names were more than the 5% of total membership required under NARTB bylaws for resubmission of a vote to members.

Some 900 members voted last March on the question, with balloting favoring elimination of the at-large directorships by a ratio of about 5 to 4—a close vote by the usual NARTB standards. The at-large directorships are in addition to those elected from the 17 NARTB districts over the country. They involve 2 directorships representing small am stations, 2 for medium ams, 2 for large ams and 2 for fms.

The move to have the at-large directorships question submitted to another vote was generated by the Radio Board's Fm Committee—headed by H Quenton Cox, KQFM (FM) Portland, Ore.—beginning almost immediately after the election last March, by a committee resolution.

Wednesday's petition for resubmission means the Radio Board—meeting June 20-22 in Washington—will stamp formal approval on the election and ballots will be mailed to NARTB members shortly afterward.

Although the previous vote called for elimination of the at-large categories, it was not slated to go into effect until the end of next year's NARTB convention. Accordingly, the Radio Board's membership still stands at 29—representing 17 districts, the 8 at-large classifications and the 4 radio networks.

Members of the Fm Committee who organized the move for resubmission of the directorship to a vote argued that the balloting last March represented less than half of NARTB's membership—currently at 1,984. Fm members felt their representation would be weakened by elimination of the at-large directors, it was understood.

During the vote in March, members received with their ballots statements covering both sides of the question by Dick Brown, KPOJ Portland, Ore., Dist. 17 director, in favor of eliminating the directorships, and John Outler, WSB Atlanta, at-large director for large am stations, against removal of the at-large classifications.

NARTB headquarters said last week it had not been determined what proportion of the names on the petition was represented by fm.

Sullivan Heads N. Y. ATAS

ED SULLIVAN was elected chairman of the New York chapter of the Academy of Television Arts & Sciences at an organizational meeting last week. Other officers chosen were Max Liebman, first vice chairman; Mark Goodson, second vice chairman; Lawrence Langner, treasurer, and William Bratter, secretary.

Those named as heads of permanent committees were: Tex McCrary and Harry Belafonte, membership; Henry White and Faye Emerson, activities; Marlo Lewis and Mark Goodson, awards; Royal Blakeman, legal, and Syd Eiges and Hal Davis, publicity.

KRON-TV'S NEW MERCHANDISING PLAN
FOR DAYTIME ADVERTISERS (before 7:30 P. M.)
*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING

**Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.*

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

RAB SPEAKERS UNDERSCORE RADIO WEEK

Top executives of trade association appear before ad groups from coast to coast.

RADIO ADVERTISING BUREAU'S efforts during National Radio Week were climaxed by a series of talks by the organization's top executives before advertising clubs in widely-separated sections of the country (also see story on individual station participation, page 112). RAB spokesmen were Kevin Sweeney, president; John F. Hardesty, vice president and general manager, and Sherril Taylor, vice president and director of promotion.

Mr. Sweeney told the Kansas City Advertising Club last Monday that "fortuitous changes" have assured radio of "a permanent place among major media." He outlined the changes in radio programming and advertising which shifted the medium from one reaching extremely large percentages of all families to one reaching "smaller but still substantial" percentages of all families almost constantly, and added:

"These changes have assured radio of getting the 'highly important last word' with most people before they go out to shop—regardless of their exposure to other media. Independent studies indicate that regardless of the product purchased, more purchasers are exposed to radio advertising before they buy than any other medium."

The next day, Mr. Sweeney dwelt on the looming importance of out-of-home listening in a talk before the Buffalo Advertising Club. He predicted that within the next decade out-of-home listening "may very well outstrip in-home listening . . . despite a steady growth of in-home listening."

He placed the number of automobiles with radios in working order at 35 million as of May 1. By 1966, he prophesied, personal transistor portables in use will exceed that total, and all radios in use outside the home will top the present total of all radios, which he set at about 127 million.

Mr. Hardesty paid tribute to advertisers who are using radio "creatively" in a talk made last Tuesday before the Los Angeles Advertising Club. He cited the Insurance Co. of North America's sponsorship of *Sing With Bing* last Christmas as "typical of the imaginative use of radio that paid off handsomely in audience, merchandisability and publicity."

On Wednesday, Mr. Hardesty told the Oregon Advertising Club that "a marked interest in personalized listening" has made radio "the most selective of all media for advertisers interested in beaming their messages to a particular segment of the buying public." He explained that an advertiser no longer needs to aim his commercial at an entire community "in the hope that it will infiltrate to the particular group he wants." Programming changes over the past five years, Mr. Hardesty continued, make it "a simple matter for an advertiser to buy into time segments programmed expressly for specific audiences."

Mr. Hardesty told members of the Denver Ad Club on Thursday that the average advertiser could double the effectiveness of his radio advertising if he devoted as much time to the preparation of his commercials as he does to the selection of his time schedules. He cited the importance of radio commercials with originality, pointing out that since the average person listens to about 200 advertising messages daily, a distinctive commercial stands out and is more likely to gain the listener's attention and interest.

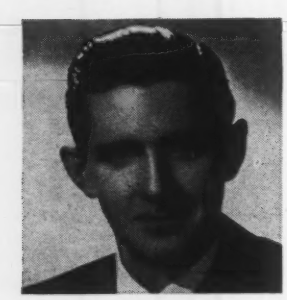
Mr. Taylor told the Advertising Club of Norfolk that the first six months of 1956 will mark "the best half year in local and national spot billings in the history of radio." Mr. Taylor asserted that not only are more advertisers using radio than ever before, but more are discovering the importance of "getting a hearing wherever the customer happens to be."

The next day, Mr. Taylor predicted in a talk before the Advertising Club of Miami that new sales and program patterns of network radio in the next five years will contribute to an increase in billings for this medium "even beyond the fondest hope of the most optimistic." He continued:

"The 'psychological block' on the part of national advertisers who have resisted network radio will fade away as these advertisers see success after success, not only of current network patterns, but also of local and national spot radio advertisers, those advertisers who asked for and got low cost sales through the continued use of saturation radio."

On Thursday Mr. Taylor told a group of 75 appliance dealers and broadcasters in Birmingham that radio manufacturers can double the sale of radio sets in the U. S. during the coming year if they use more radio advertising and plan their campaigns with "greater intelligence and originality." He said that more than 14 million radio sets were sold in this country last year, claiming this was accomplished with little radio advertising effort. The automatic consumer demand for "all types of radio sets," he added, points up "the all-important fact that manufacturers and dealers can accelerate the demand for more radios through hard selling and smart copy approaches."

MILWAUKEE'S NEW WISN



PRESENTS

BOB SIEGREST NEWS

10:00-10:15 P.M. DAILY

The *NEW* WISN presents music, news, weather and sports . . . and the cream of the ABC network . . . and everybody's feeling the results!

Bob Siegrest and the News at 10:00 P.M. . . . currently sponsored by E-Z Painter Corp. . . . gives the loyal WISN audience a concise and accurate reporting of the news. Here is local Milwaukee's ONLY award winning newscaster and commentator . . . having won two Freedoms Foundations Awards AND a Christopher Award for radio news reporting. Another GREAT WISN salesman working for you on the *NEW* WISN! Remember, too, WISN has its own news department covering all important *local* news stories!

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

Overtime Pay Relief Sought for Stations

NARTB last week urged congressional relief from the overtime provisions of the Fair Labor Standards Act for radio and tv stations in markets of 50,000 population or less which are outside large metropolitan areas.

Testifying before the Senate Labor & Public Welfare Committee's Labor Subcommittee, Charles H. Tower, NARTB employer-employe relations manager, said NARTB's proposed amendment would give "much-needed relief" to small-market stations from the technical requirements of the Act's overtime provisions. NARTB is not asking exemption from the minimum wage requirements of the law, Mr. Tower said.

The NARTB official said small-market broadcasters should be exempt from overtime provisions of the Act because:

(1) On account of their size and the nature of their business they have had trouble complying with technical requirements.

(2) Adjustments to overtime requirements are difficult because the broadcaster has a long broadcast day, seven-days-a-week operating schedule, small staff, integration of job functions and creative work.

(3) Most comparable businesses in the same economic environment are not covered by overtime and minimum wage provisions.

(4) Congress intended to exclude from coverage local businesses which do not produce goods or services which flow into "the stream of commerce." Certain categories of newspapers specifically excluded are in direct competition with small-market radio-tv stations.

(5) Small-market broadcasters are engaged in a local product market business and should get treatment accorded to equivalent firms.

(6) Today's economic environment does not speak for spread of employment through such methods as overtime penalties.

(7) The 50,000 market size recommended as a dividing line by NARTB conforms to the practical requirements of small-station operation, recognizes that market size determines the level and structure of revenues and operatting costs in local product market industries and sets up a yardstick putting all stations in a market on the same competitive basis as regards wage-hour laws.

(8) The NARTB proposal would affect only 15,000 employes.

(9) NARTB doesn't ask exemption from minimum wages because broadcasting wages, even in small markets, are well above the minimum wage.

Pellegrin Elected President Of New York Radio Pioneers

FRANK E. PELLEGRIN, partner and vice president, H-R Representatives Inc. and H-R Television Inc., station representatives, last week was elected president of the New York chapter of Radio Pioneers. He succeeds BBDO's Frank Silvernail.

Other officers elected at a special meeting Tuesday: Henrietta H. Harrison, consultant, first vice president; Jeff Sparks, United Nations, second vice president; Gordon Gray, WOR New York, third vice president; Arthur Simon, *Radio Daily*, secretary, and Charles A. Wall, Broadcast Music Inc., treasurer.

Political, Sales Problems Highlight Ill. Assn. Meet

POLITICAL broadcasting and sales problems highlighted talks at a meeting of the Illinois Broadcasters Assn. in Springfield May 10.

Leonard H. Marks, partner in the law firm of Cohn & Marks, Washington, urged broadcasters to use common sense in following procedures dealing with commitments on political speeches. He spoke on "Pitfalls and Hurdles Facing the Broadcaster."

The problem of motivation as it applies to station salesmen was explored by Charles Tower, NARTB employe-employer relations director. Discussing "selling is believing," he stressed the importance of good salesmen and how to keep them satisfied with their positions in the station field.

Luncheon speaker Thursday was Dennis Longwell, one of four national "Voice of Democracy" winners. He was introduced by Charles R. Cook, general manager of WJPF Herrin and IBA secretary-treasurer.

Joseph Bonansinga, general manager of WGEM-AM-TV Quincy, and IBA president, presided over the one-day meeting. Gov. William Stratton of Illinois signed a proclamation recognizing National Radio Week.

Wis. Bcstrs. to Hear Karol

JOHN KAROL, CBS radio vice president in charge of network sales, will address the Wisconsin Broadcasters Assn. this Thursday at Milwaukee's Plankiton Hotel on new trends in radio programming and listening.

2½ MILLION NEGROES WITH REAL MONEY

NEW YORK
CHICAGO
NORFOLK
= 18% of U.S. Negro POPULATION
= 26⅓% of U.S. Negro DOLLARS

The Only All-Negro Radio Stations in these Big Areas

WNJR Newark, N J
WBEE Harvey, Ill.
WRAP Norfolk, Va

NOW You Can Reach Them at New Low Cost!

Get the facts about the great Rollins "Single-Track" Plan

ROLLINS BROADCASTING, INC.
Sales Manager: Graeme Zimmer

New York Office: 565 Fifth Ave.
Chicago: 6205 S. Cottage Grove Ave.

TIME TO DISCUSS PRIMARIES!
PRIMARY PROGRAMMING
all ABC network shows PLUS top local talent
PRIMARY RATINGS
KABC-TV has a greater share of audience from Noon to Six (ARB, Apr. '56) than any other L. A. station
PRIMARY SALES AREA
America's No. 1 retail market
PRIMARY AVAILABILITIES
in Los Angeles, ELECT 7 to carry your campaign
CHANNEL 7 KABC-TV
the station with life

Kansas Group Protests Big Seven Radio Fees

THE Kansas Assn. of Radio Broadcasters, meeting in Wichita May 12, passed a resolution opposing the Big Seven Conference rule relating to athletic broadcast origination fees and recommended that this be left to the discretion of individual schools. The present conference rule charges radio stations a minimum of $100 for football and $50 for basketball originations.

Bob Wells, KIUL Garden City, was re-elected president of the association. Other officers elected included Arden Booth, KLWN Lawrence, vice president; Tom Bashaw, KFH Wichita, secretary-treasurer and board member; Thad Sandstrom, KSEK Pittsburgh; Lowell Jack, KMAN Manhattan, and Grover Cobb, KVGB Great Bend, all elected board members. Paul Benning, KARE Atchison, is a holdover board member.

In other actions taken by the group, the Southwestern Bell Telephone Co. and other phone companies were urged to adopt a uniform system of installations for remote radio broadcasts. Mr. Sandstrom cited instances of some stations not being able to make game broadcasts because of wrong connections.

A resolution also was passed requesting that those high schools which "discriminate" against radio stations by charging fees for or actually prohibiting radio broadcasts to either relax their rules or grant the association an open hearing.

Toilet Goods Assn. Meeting Features NBC Telesales Show

TELEVISION'S importance as an advertising medium in the cosmetics and toiletries field was underscored at last week's 21st annual convention of the Toilet Goods Assn. in New York when NBC Telesales staged a special cross-country, closed-circuit telecast for the benefit of more than 1,200 manufacturers and distributors.

As part of the three-day meeting, the 30-minute program last Tuesday picked up rehearsals of NBC-TV's *Home* in New York, *Today* in Atlanta and *Matinee Theatre* in Hollywood. The special show was introduced by Sylvester L. Weaver Jr., NBC board chairman, who addressed the convention in the Waldorf-Astoria Grand Ballroom from Studio 6-B in Radio City. The program was guided by Matthew J. Culligan, NBC-TV vice president and national sales manager. Mr. Culligan also appeared in a special question-and-answer film strip, discussing how tv can be effectively utilized by both large and small toilet goods advertisers.

Other speakers at the advertising session (part of a series of panels on such diverse matters as packaging, management and scientific development) included Howard A. Stone, president of Daniel Starch & Staff, research-rating bureau, Mamaroneck, N. Y., and Willard Pleuthner, vice president, BBDO, New York.

Greene Elected President Of Virginia AP Broadcasters

DON GREENE, newsman at WRAD Radford, has been elected president of the Virginia Associated Press Broadcasters at a meeting in Washington.

Mildred Alexander, women's news director of WTAR-AM-TV Norfolk, was named vice president, and Robert C. Wolfenden, WMEV Marion general manager, was chosen treasurer. Frank H. Fuller, Richmond AP bureau chief, was re-elected secretary.

All the officers were named to the board of directors as were Wendell Siler, WRAD; Clayton Edwards, WTAR; Tom Wright, WSLS-AM-TV Roanoke; Jack Clements, WRVA Richmond; Leo Hoarty, WBOF Virginia Beach, and Al Charles, WAYB Waynesboro.

Mr. Greene, among others, had previously been cited by the VAPB for his news work [B•T, May 14].

Tv-Radio Ad Club Elects Officers in Philadelphia

NEW OFFICERS for 1956-57 have been elected by the Television & Radio Advertisers Club of Philadelphia.

Robert S. Dome of Headley-Reed Co., retiring president of the club, became chairman of the board; Jim Quirk, *Tv Guide*, president; Alan Tripp, Bauer & Tripp agency, vice president; Howard Maschmeier, WFIL Philadelphia, secretary; Mary Dunlavey, Aitkin-Kynett agency, treasurer, and Doris Scheuer, Bauer & Tripp, assistant treasurer

Elected to the board of governors: Herbert Ringold, Philip Klein agency; Charles Vanda, WCAU-TV Philadelphia; Sam Serota, WIP Philadelphia; Thatcher Longstreth, Aitken-Kynett agency; Clyde Spitzner, WIP; Robert Haun, Lewis & Gilman, and Lloyd Yoder, WRCV-AM-TV Philadelphia.

— PROFESSIONAL SERVICES —

B-H Opens Atlanta Office; Marshall Assigned as Manager

CLIFFORD B. MARSHALL has been named by the Blackburn-Hamilton Co., radio-tv-newspaper broker, to head its new office at Atlanta, Ga., the company is announcing today (Monday). Blackburn-Hamilton simultaneously announced the appointment of Jack V. Harvey to its Washington staff.

Mr. Marshall has been with B-H since 1954, serving in the Washington office. Prior to that he was with the United Press business office for 12 years taking time out in 1946-47 to build and operate WGRV Greenville, Tenn.

Mr. Harvey also was with the UP and at the time of his resignation from the wire service was southern division business manager.

Blackburn-Hamilton maintains offices in Washington, Chicago and San Francisco.

MR. MARSHALL

MR. HARVEY

PROFESSIONAL SERVICE SHORTS

Fitzgerald & Cooke, Chicago public relations firm, has moved to Prudential Plaza.

Marshall-Hester Productions Inc., N. Y., has changed corporate name to **The Marshall Organization Inc.** Firm remains at 521 5th Ave. Harriet H. Hester, vice president of old firm, has established **Harriet H. Hester Productions,** 60 Sutton Place South, N. Y.

A PROGRESS REPORT ON THE AMPEX VIDEOTAPE RECORDER

- **Ampex thanks TV Industry for spontaneous acceptance of revolutionary Videotape Recorder**
- **Videotape orders at NARTB show total $5,000,000. All production now on priority order schedule**
- **Station owners urged to place orders now to establish firm order priority**

A MAJOR TECHNICAL ACHIEVEMENT

Flawless recording and reproduction of television picture and sound on tape is now a reality. After three years of development and testing, Ampex, pioneer manufacturer of magnetic tape recording for the broadcast industry, introduced its new Videotape Recorder. In just a few short weeks its acceptance has been overwhelming. The system, which promises to revolutionize network telecasting, records TV picture and sound on a two-inch tape. Recordings can be made from a direct pickup by the TV camera, network line, microwave relay, or the video output of an off-the-air TV receiver. The tape travels at a speed of 15 inches a second, permitting a 65 minute telecast to be recorded on a 14 inch reel of tape.

OPERATIONAL ADVANTAGES

The new system will overcome present network time differential problems and will allow for better, more economical scheduling. Program telecast time can now be completely independent of origination time. Since magnetic tape requires no processing, it can be rewound and played back immediately. And magnetic tape can be erased and re-used, achieving up to 99% reduction in the cost of materials.

Phillip Gundy (left) manager of the audio division for Ampex Corp. discussing new Videotape Recorder with Colin M. Selph, president Santa Barbara Broadcasting and TV Corp. KEYT, Santa Barbara, California. Mr. Selph placed the first order for the production model at NARTB show.

INDUSTRY REACTION

Following the first demonstrations of the Videotape Recorder, major TV network officials gave the new system enthusiastic endorsement and support, ordering prototype models for early fall delivery. Industry-wide significance of the new system is further proved by its overwhelming acceptance at the NARTB show. Over 90 orders totalling $5,000,000 were placed for commercial delivery in early 1957.

ORDERS NOW ON PRIORITY BASIS

So great was the initial demand for the new Ampex Videotape Recorder that orders are now being taken on a priority basis. Delivery from production will be made in the exact sequence in which orders have been received. Price, tentative delivery and conditions for establishing firm order priority will be furnished in response to written, telegraphed or telephoned inquiry.

AMPEX
CORPORATION

934 Charter Street • Redwood City, California

FOUR OUT OF FIVE WITNESSES BLAST TV NETWORKS BEFORE SENATE COMMITTEE

Affiliation contracts, alleged monopoly in network-production of scenery, alleged misrepresentation of coverage by some stations, FCC diversification policies, and other items of business come up in session preceding scheduled appearance of network presidents.

ONE PROPONENT and four opponents spoke out last week on tv network affiliation and other practices in a curtain-raiser to the scheduled appearance of the three network presidents and ABC-TV and CBS-TV affiliates next month before the Senate Commerce Committee on the same subject (see box).

The Senate committee also heard testimony from an Oklahoma area tv station operator who criticized operation of tv satellite stations and accused many metropolitan basic network affiliates of claiming too much coverage and asked that they be required to submit "honest" coverage maps to the FCC; from an unsuccessful vhf applicant in Evansville, Ind., who criticized the FCC's diversification of media policies, and from a Philadelphia radio station operator who wants the FCC to carve out a tv vhf ch. 6-A from the fm band.

During the Monday and Tuesday sessions a number of statements from tv stations and others were entered into the record on network practices, pay tv and deintermixture.

Sen. Thomas A. Wofford (D-S. C.) presided at Monday's half-day session, Sen. Frederick G. Payne (R-Me.) took over the chair Tuesday morning and Sen. John O. Pastore (D-R. I.) Tuesday afternoon. Most of the committee questioning came from Kenneth A. Cox, the committee's radio-tv counsel.

SEN. WOFFORD

The witnesses:

Bill Hoover, vice president - general manager, KTEN (TV) Ada, Okla. (ch. 10), ABC-TV affiliate, on tv satellites and coverage maps.

Representatives of three of the five New York firms which supply scenery for tv shows, theatrical productions, etc., who charged the tv networks with trying to monopolize the scenery business for network shows. They were Peter J. Rotondo, Peter J. Rotondo Co.; David Steinberg, Imperial Scenic Studios, and Lucille Ashworth, Chester Rakeman Scenic Studios.

Wilbur M. Havens, president, WTVR (TV) Richmond, Va. (ch. 6), ABC-TV affiliate, and WMBG and WCOD (FM) Richmond, who accused NBC of interfering with WTVR's programming responsibility, refusing to boost WTVR's network compensation in conformity with increased coverage and finally dropping WTVR affiliation "like a hot potato." He sought FCC restraint on network economic power.

Murray Carpenter, president, WTWO (TV) Bangor, Me. (ch. 2), CBS-TV affiliate, who spoke in behalf of the tv networks and option time, which he felt was vital to the life of a majority of tv stations.

Benedict Gimbel, president, WIP Philadelphia, who urged that the FCC take 6 mc from the fm band to make a vhf ch. 6-A and assign it to WIP in Philadelphia and 53 other U. S. cities.

Henry B. Walker Jr., WGBF Evansville, Ind. (also associated with WTMV East St. Louis, Ill., and WBOW Terre Haute, Ind.), losing competing applicant for ch. 7 Evansville, who criticized the FCC's diversification of media policy as "discriminatory."

Hoover Testimony

Mr. Hoover called on the Senate committee to (1) take "immediate steps" to request the FCC to develop and promulgate "specific rules and regulations" on the satellite operation of tv stations, and (2) "force the development of coverage maps (by tv stations) based on actual coverage to the 100 microvolt contour" of interference-free signal.

Mr. Hoover said large metropolitan basic network affiliates submit coverage maps to the FCC which are "not factual, and in many instances are basically misrepresentations of coverage." These maps, he said, do not show co-channel and adjacent-channel interference from other stations, which actually alters the "perfect circle" of coverage claimed by the big stations.

These "theoretical" coverage maps, although used by the FCC for determination of overlap in duopoly and other cases, are employed by the metropolitan stations as "sales vehicles" and "as a basis for having FCC sanction and approval," Mr. Hoover continued.

The satellite develops, the KTEN general manager said, when a metropolitan basic affiliate finds its signal in a given direction and in a fringe reception area "is being squelched," or is receiving interference from a co-channel or adjacent-channel station.

The big station is not concerned about lack of coverage or service until a local or area station is built and begins to serve the people of that area, Mr. Hoover said. When regional and national advertisers begin to place business on the local or area stations, however, the basic affiliate does become aroused, Mr. Hoover continued.

The basic affiliate then "encourages the development of a second station in the fringe area, and offers, for the public good, to feed his programming to the newly-developed station on a satellite basis." He may charge the advertiser something extra for added coverage and charge the satellite for the programming. "Consequently, all of the profits and revenues that the satellite is able to develop will ultimately be returned to the basic station." The latter thus adds coverage, controls the satellite and "breaks the back" of the competing local station, Mr. Hoover added.

Mr. Hoover said he believed networks in many instances would affiliate with local and area stations were it not for the "tremendous pressure applied to a network by a basic affiliate."

The KTEN executive recommended that FCC rules and regulations be adopted to classify as a satellite any station which "accepts programming, either network, local or film, from another station via any connecting facility, off-the-air pickup, microwave relay, or coaxial cable, in excess of eight hours per week." Such a station would have to operate under specific FCC regulations for satellites, he said.

He admitted that there might be some areas where satellites would prove useful because these areas could not support a full-fledged local tv station.

Day in Court

LONG-AWAITED testimony of the networks on their affiliation and other practices and policies will be heard by the Senate Commerce Committee, beginning June 11, Chairman Warren G. Magnuson (D-Wash.) said last week. ABC-TV and CBS-TV affiliates are scheduled the following week. The lineup:

June 11—CBS President Frank Stanton.
June 12—NBC President Robert W. Sarnoff.
June 14—ABC President Robert Kintner.
June 18—CBS-TV affiliates.
June 19—ABC-TV affiliates.

Rotondo Testimony

Mr. Rotondo charged the tv networks with monopolizing the business of supplying scenery for network tv programs and said the networks also are taking over the program production business from advertising agencies and independent producers.

He said networks should be "divorced" from tv production except for producing sustaining shows and that other obstacles should be removed from the path of the independent designer, producer, scenery contractor and customer.

Steinberg Testimony

Mr. Steinberg said his firm in tv's infancy stage in 1949 grossed $12,895, in 1950 $221,214, in 1951 $294,496, in 1952 $263,224 and in 1953 $345,575. The firm began to notice a change in 1954 when networks began to do all their own work, with volume declining to $215,906, he said.

But 1955 "really told the tale," he continued, with his firm's tv business dropping to $71,437, while figures indicate a total of $31,185 for the first four months of 1956, and much of this from closed-circuit shows.

More and more, he said, the networks are adopting a dominating policy of not selling time slots to sponsors and agencies, but of selling them packaged shows with an allotted time slot "all wrapped in one deal."

Ashworth Testimony

Mrs. Ashworth said her firm did $73,608 worth of business with CBS-TV in 1949, $229,932 in 1950, $276,159 in 1951 and $225,713 in 1952. A trend became evident in 1953, she said, when CBS-TV "went into the scenery business on a large scale and our volume dropped to $134,402." In 1954 business with CBS-TV hit "rock bottom" with a figure of $3,263 and this rose slightly to $9,061 in 1955 "only because the networks found themselves unable to fulfill time commitments on several shows." To date this year, Mrs. Ashworth said, her firm has not been called upon to supply any scenery to CBS-TV.

She belabored ABC-TV and NBC-TV for similar allegedly monopolistic trade practices.

Havens Testimony

Mr. Havens said the Senate committee and the FCC "have a duty" to keep the existing economic power of NBC and other networks "within proper bounds" so networks can't make

Marron Kendrick, President of Schlage Lock Co., tells how

"I locked up 565 guests!"

"Building the luxurious Fontainbleau Hotel in Florida was tightly scheduled — with 565 guests due at the opening!

"Our problems were to create a special lock design, obtain model approvals, and install the locks before the great day. But could our San Francisco plant compete with other firms many hundreds of miles nearer the construction site?

"Yes — thanks to Air Express!

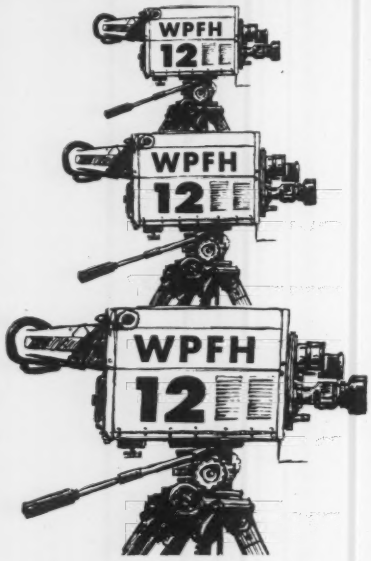
"The designs, the models, and the last-minute changes were all flown Air Express for customer O.K. Air Express service gave us valuable added production time . . . End of story: the locks were in before the first guest!

"Delivering anywhere in the country in a few hours, Air Express is like having a factory in every state. We can bid successfully against *any* competition, no matter how local it is. That's because Air Express, in daily use, has never failed us! Yet, sending most of these shipments Air Express costs surprisingly little. For instance, 10 pounds, San Francisco to Miami, with overnight delivery, costs only $9.54 door to door!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**



LIKE TOPSY
"WE JUST GROW'D"

WPFH Channel 12

Serving Greater Delaware Valley

WE NEVER STOP

As Delaware Valley grows, so does Channel 12, presenting your sales message directly to a receptive audience in a steadily increasing market at low per-viewer cost. First in sports and family entertainment.

The WPFH Area Market

Total Population	5,640,208
Total Families	1,644,948
Buying Income	9,836,277,000
Total Retail Sales	6,365,340,000

Represented by
PAUL H. RAYMER CO., INC.

puppets of stations through program selection and rate determination.

He said FCC should adopt regulations to:

(1) Restrain a network from compelling an affiliate to accept all the network's programs or face loss of affiliation. This can be done, he said, by placing a maximum limit on the percentage of a station's programs from a single outside source, and by preventing a network from terminating an affiliation if the affiliate refuses to accept up to one half-hour of the network's commercial programs in a single option time segment or refuses to accept any network program during non-option time.

(2) Prevent a network from forcing acceptance by an affiliate of a gross network station rate lower than the outlet's national gross rate on spot programs for the same class of time segment, but keeping the rate within the network's customary rate table.

(3) Prevent a network from applying the present "must buy" policy which requires an advertiser to place his program on the network's affiliate in each of these markets instead of selecting a competing non-affiliate in the same market.

The WTVR president described his station's relations with NBC from its affiliation in 1948 to NBC's refusal to renew the affiliation agreement June 1, 1955.

He charged that NBC refused to renew the agreement because (1) WTVR insisted on exercising its own independent judgment as to what NBC programs it should carry and occasionally rejected some NBC programs in favor of others, and (2) WTVR, after increasing its power and coverage, insisted on increasing its network station rate, with NBC objecting "even though we were asking for less of an increase than we were entitled to under NBC's own rate formula."

Mr. Havens said NBC was anxious to keep WTVR as an affiliate while it was the only station in the area, despite the latter's independent stance on programming, but after a second tv station grant was made for the area (WXEX-TV Petersburg-Richmond), "NBC dropped us like a hot potato" and affiliated with the new station. He questioned whether the new NBC affiliation might not have been influenced by WXEX-TV's switch from DuMont to RCA equipment in its construction plans.

He charged NBC with terminating the affiliation without explanation and with using the termination as an "object lesson" to show other affiliates what would happen to a station which "stands up to the network."

When WTVR began carrying some ABC and CBS programs as they became available, NBC took a "dog in the manager" attitude and would not furnish kinescopes of some of the NBC shows displaced for telecast in other time periods, he said.

When the Richmond station completed in 1953 an increase in power and antenna height at a cost of $659,000 and boosted its coverage from 175,000 to 450,000 sets, it asked NBC for a rate increase from $625 to $875 per network hour. Although WTVR had signed a new affiliation agreement after "verbal assurance" the new coverage would be recognized for the rate purposes, NBC waited eight months before finally offering an increase to $800, plus a $75 increase six months later, Mr. Havens said, adding that WTVR "reluctantly agreed." NBC then moved the effective date forward from Sept. 1, 1954, to Oct. 1, 1954, with protection for most advertisers until April 1, 1955. Then NBC switched to the second Richmond station June 1, 1955, leaving WTVR only two months to enjoy the rate increase, he added.

Mr. Havens admitted, under questioning from Mr. Cox, that NBC outlets in Norfolk and Washington might have duplicated part of his claimed coverage for WTVR.

NBC distorted WTVR's set count by carrying the station's set figure at a constant 157,000 from January 1953 to June 1955, Mr. Havens stated, pointing to testimony by an NBC witness during litigation in the U. S. Federal Court at Richmond last January. Mr. Havens said published NBC material discredited WTVR's set circulation, recognition of which "was more important to us than the revenue involved."

Mr. Havens recalled he received a notice on Feb. 10, 1955, of intention from NBC not to renew the affiliation, in which the network said it was sending a "formal notice of renewal" to comply with "legal technicalities" while it considered "revision of some of the terms and conditions" of the contract. The letter said any proposed changes in terms would be discussed with WTVR at the earliest date to "formulate with you a mutually satisfactory basis for continuing the affiliation."

Then, Mr. Havens said, on April 19 an NBC representative arrived in Richmond without prior notice to the station and told him NBC had signed with WXEX-TV Petersburg, which also covers the Richmond area. He said he did not know whether the NBC letter was a "blind" or whether "something happened" between the two dates to cause the switch. He noted that on March 11 WXEX-TV applied for modification of its permit to change from DuMont to RCA equipment.

Committee counsel Cox brought out through questioning that WXEX-TV's application also specified an increase in antenna height of some 350 ft.

NBC wanted WTVR to carry its programs for June and July 1955 because WXEX-TV was not yet on the air, Mr. Havens said, and refused to let WTVR use a local loop, owned by the local telephone company but controlled by NBC, to carry CBS programs. The telephone company had to build another loop for WTVR, he added.

Carpenter Testimony

Mr. Carpenter said the committee should (1) avoid any action which might "tamper with the vitals of networking," and (2) should ask the FCC to "take a careful look at AT&T charges for intercity television service."

Calling himself a "grass roots operator," Mr. Carpenter said networks have done more to develop tv to its present high level than "all the station operators put together and doubled," and that network policies and practices are "demonstrably successful and demonstrably in the public interest." Anyone who proposes changes, he said, should be required to make an "overwhelming showing that his proposals are backed by urgent public necessity and unassailable logic."

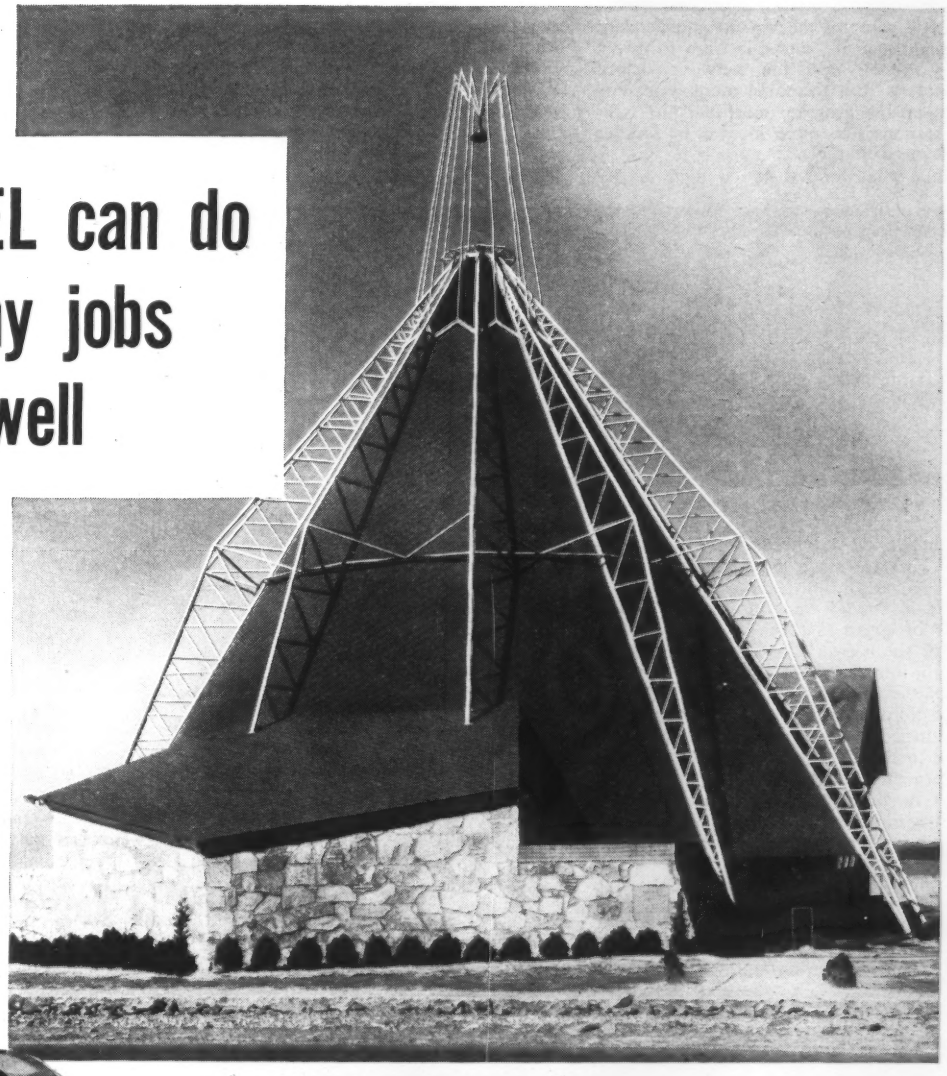
Mr. Carpenter said he was "strongly" in favor of network option time, which he feels is responsible for the growth of network programming in markets not large enough to be classified as "must buys." He cited the increase of programming hours on Bangor's two tv stations. He acknowledged it was the resulting network programs that he felt were in the public interest, not the network practices involved in making them available.

WTWO carried 34 CBS network programs last week, he said, and 13 film programs. Sale of the film programs took a lot of manpower and money, but in the case of the network programs, he continued, CBS "had already done three-fourths of the selling job for us."

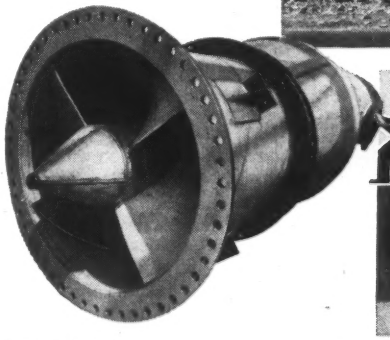
CBS' option time in the top 50 markets makes the program attractive to the advertiser, he said, so the program can be telecast and WTWO added to the list.

Mr. Carpenter, referring to testimony by

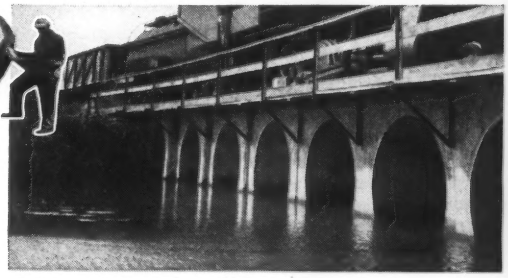
Only STEEL can do so many jobs so well



Homemade Church. A group of members banded together in the oil fields of Oklahoma and built this simple and beautiful church. The 12 delicate trusses are made from steel drill pipe and line pipe. The church seats 300, and it cost only $20,000.



Acid Catcher. This queer-looking device removes sulfuric acid from gases in chemical processing. Because the acid is so corrosive, the catcher is made from USS Stainless Steel. Notice the intricate forming operations done by the skilled fabricators.



Bridge Made From Pipe. This railroad bridge crosses a flood control drainage ditch at Hayward, California. Each bridge section is a piece of concrete *pipe*, reinforced with tough bars made from USS Steel.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE... AMERICAN STEEL & WIRE and CYCLONE FENCE... COLUMBIA-GENEVA STEEL... CONSOLIDATED WESTERN STEEL... GERRARD STEEL STRAPPING... NATIONAL TUBE OIL WELL SUPPLY... TENNESSEE COAL & IRON... UNITED STATES STEEL PRODUCTS... UNITED STATES STEEL SUPPLY ...*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1233

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Richard Moore of independent KTTV (TV) Los Angeles against network policies [B•T, April 2], said some of the big-city independent stations might gain if "someone were to throw a monkey-wrench into the network option time machinery. But the same monkey-wrench might foul up the program machinery of hundreds of stations like mine located in smaller and less-favored markets."

Criticizing what he felt to be high AT&T charges for live video connections, Mr. Carpenter said AT&T rates are the same for all stations, big and small, although advertising rates of stations in smaller markets are much less than those of larger markets.

Although the network pays for the interconnections, the high costs of paying line charges to some of the smaller stations might make an intolerable burden on the network commercial traffic destined for a low-rate station and cause a network to think twice about affiliating with it, Mr. Carpenter added.

He said he thought AT&T charges are too high, comparing the smaller costs to a station of operating a studio-transmitter link and charges for the same service by AT&T. Mr. Carpenter felt the problem could be resolved by allowing tv stations to provide their own intercity connection if they wish.

Committee counsel Cox noted the FCC has relaxed its rules in letting stations build their own intercity links.

Gimbel Testimony

Mr. Gimbel presented WIP's proposal for tv ch. 6-A, which would add a new tv channel at the top of the low-frequency vhf channels (1-6), taking 6 mc from the present fm band. According to WIP comments filed in the FCC's current reallocation proceeding, the new ch. 6-A would be added in Philadelphia and 53 other cities.

The WIP executive said the 6 mc could be taken from the fm band without loss of any existing fm service, although some fms would have to occupy new frequencies and a few existing tv stations would have to change to adjacent channels.

He told the committee the proposed ch. 6-A would add 54 new vhfs, can be put to use almost immediately, can be tuned on most present sets, will add new tv service for 30 million people, add a new vhf service in 17 cities, a second vhf in 17 cities and a third in 20 cities. It will provide new network competition, he said, and is in the jurisdiction of the FCC, requires no negotiation with other government agencies, presents no obstacle to any other plan before the FCC and will cause minimum dislocation to existing tv stations. Mr. Gimbel said WIP is submiting a petition to the FCC asking immediate rule-making proceedings to add ch. 6-A.

HAVENS WALKER GIMBEL CARPENTER HOOVER

Walker Testimony

Mr. Walker criticized the FCC's grant of ch. 7 in Evansville to Evansville Tv Inc., terming the grant as "discriminatory and contrary to all policies as previously stated by the Commission to this committee and to the equivalent committee of the House."

He noted the examiner referred to WGBF's past performance record (27 years under present owners) and his statement that "it is perhaps unfortunate that the very facilities whose long and successful operation naturally lays claim to our approval should furnish the basis for our ultimate determination against WGBF."

Sen. Pastore thought the FCC should be called upon to "explain its position" on refusal to grant a tv channel to an applicant in a comparative hearing because he has radio station interests only.

Mr. Walker also cited the Broadcast Bureau's exceptions to the initial decision, praising WGBF's performance and recommending a grant to WGBF. He referred to a B•T article [Nov. 1, 1954] calling the examiner's decision in the Evansville case the *"reductio ad absurdium"* of the FCC's diversification policy.

WGBF has not appealed the final decision on WGBF's petition asking reconsideration of the grant because the FCC action has not been announced officially. The record of appeals to the D. C. Court of Appeals shows the court has "virtually given the Commission *carte blanche* in its power to choose between applicants," Mr. Walker said, indicating he thought an appeal would be futile.

Mr. Walker charged that Rex Schepp, who with his wife owns 55% of Evansville Tv, has applied for and received radio and tv grants elsewhere and sold them. These were tv grants at Phoenix, Ariz, and Paterson, N. J., and an am grant at Phoenix, he said. Sen. Pastore requested that this point, too, be referred to the FCC for explanation.

Statements, letters, or telegrams on network practices, pay tv and deintermixture were submitted by:

American Civil Liberties Union urging a trial of toll tv, subject to certain safeguards.

Helm Coal Co. and four uhf permittees urging deintermixture by deletion of ch. 8 from Lancaster, Pa.

WICS (TV) Springfield, Ill. (ch. 20), urging deintermixture of that market by deletion of ch. 2 from Springfield and adding it in St. Louis or Terre Haute.

WENS (TV) Pittsburgh (ch. 16) urging deintermixture in general and suggesting a fourth commercial vhf be added at Pittsburgh.

WPFA-TV Pensacola, Fla. (ch. 15), and KTAG-TV Lake Charles, La. (ch. 25), asking for deintermixture in the Gulf Coast area.

WQIK-TV Jacksonville, Fla. (ch. 30), urging a comprehensive deintermixture plan for Florida and southern Georgia.

Sen. Homer E. Capehart (R-Ind.), together with 18 letters and telegrams from constituents, urging prompt action for preservation of uhf broadcasting.

All 169 CBS-TV affiliates, resolution made at a meeting of the CBS-TV Affiliates Advisory Board supporting network option time and other network practices and asking that representative affiliates be permitted to testify on these matters at later hearings. (The request was granted and similar permission was given to representatives of ABC-TV affiliates.)

CBS-TV uhf affiliates, resolution opposing regulation of networks and urging instead FCC provision of adequate competitive facilities by June 1.

Rep. Oren Harris (D-Ark.) from KRBB (TV) El Dorado, Ark. (ch. 10), expressing satisfaction with its NBC affiliation and opposing regulation of networks.

Sen. Capehart enclosing a letter from WTHI-AM-TV Terre Haute (ch. 10), CBS-TV affiliate, expressing satisfaction with the station's relations with networks.

Ely Landau, National Telefilm Assoc. Inc., supporting the networks and stressing necessity for additional stations and networks.

Edgar Kobak, WTWA Thomson, Ga., opposing pay tv and suggesting that any hearings on toll tv should also include toll radio.

Hagerty Blasts Suggestion For Debate With Eisenhower

WHITE HOUSE News Secretary James C. Hagerty last week put a quick veto on the idea of letting President Dwight Eisenhower appear on the same platform with the Democratic nominee this fall in a televised debate.

Mr. Hagerty agreed that a Lincoln-Douglas type debate might "enlighten the people and bring the issues more forcefully into focus," but, he said:

". . . It also might raise the candidate of the Democratic Party to the rank of President of the United States—put them on the same level —and I'm not going to do that."

The White House official's statement came during an interview filmed for WDSU-TV New Orleans' weekly *Dateline Washington*, with Ann Corrick, the station's Washington correspondent, as producer-moderator. The film was televised on WDSU-TV from 1:05-30 p.m. CST yesterday (Sunday). Other participants were New Orleans Congressmen F. Edward Hebert and Hale Boggs, Democrats.

Asked by Miss Corrick and Rep. Hebert if the President would be willing to meet the Democratic nominee on the same television program, Mr. Hagerty replied: "I don't know . . . a snap judgment would be—I don't see any reason for it. Both parties under our political system have ways and means of expressing the issues and bringing them to the attention of the American people. . . . That's just shooting from the hip. . . . It's the first time I'd even thought of it."

Group Gets 4th Tv Interest

A FOURTH TV INTEREST for California-Oregon Tv Inc. was approved by the FCC last week when the Commission granted the $30,000 assignment to that group of the construction permit of KFJI-TV Klamath Falls, Ore., ch. 2. The assignor, KFJI Broadcasters Inc. (KFJI Klamath Falls was not involved in the sale), received the ch. 2 permit in December 1954. The station is not yet on the air but is expected to commence operation sometime this summer.

California-Oregon Tv Inc. also holds interests in ch. 3 KIEM-TV Eureka, Calif., ch. 5 KBES-TV Medford and ch. 4 KPIC (TV) Roseburg, both Ore.

And now for the $128,000 question—What is "SCOTCH" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY
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TV ALLOCATIONS DECISION SEEN SOON

Commission Chmn. McConnaughey tells Sen. Magnuson some action should be forthcoming in next few weeks. What move will be is unknown with selective deintermixture plan a shambles.

SOME sort of action within the next few weeks.

That is the promise of FCC Chairman George C. McConnaughey in the embogged television allocation proceedings. The statement was made by the FCC chairman in a letter to Sen. Warren G. Magnuson (D-Wash.) last week.

Just what move the FCC will take is far from certain. As of late last week, the Commission's proposed and tentative selective deintermixture plan [B•T, May 14] had fallen apart and the commissioner and staff were laboriously attempting to patch things up.

Last Tuesday the Commission is understood to have split three to three on a proposal for immediate deintermixture as against a recommendation providing for a 10-year transition to uhf for the entire eastern area of the United States [B•T, May 7]. Comr. Edward M. Webster was absent.

The meeting ended with the staff instructed to prepare to (1) close out the allocations proceeding, (2) draft an order deleting the 1952 Sixth Report and Order's table of allocations, and (3) prepare a "declaration of intent" to switch the eastern part of the U. S. (east of a Chicago-New Orleans line) to uhf over a 10-year period.

Deletion of the table of allocations (see editorial "Time to Retire the Sixth Report", B•T, Oct. 31, 1955) would open the way for consideration of applications on a case by case basis—as is done in standard, am broadcasting.

Some commissioners feel that without a long-range solution proposal, the cancellation of the table of allocations would open the door to a rush of applications for vhf drop-in channels to the undeserved demise of uhf.

Underlying this thought is the feeling that within 18 months to two years, an unbiased, scientific development program to improve uhf could be accomplished. This would insure uhf's competitive qualities.

If such a program finds it impossible to upgrade uhf service, this thinking goes on, the Commission would then have to admit the knell of uhf.

Next meeting is set for Thursday of this week.

Comr. Hyde has accepted an invitation for that day to appear at the dedication of new studios at WTTM Trenton, N. J. Whether he will honor his acceptance or forsake it in order to be present at the meeting was unknown as of late last week.

The eagerness of the Commission to wind up what is by now acknowledged to be a messy situation was seen in Chairman McConnaughey's correspondence with Sen. Magnuson. The Senator is chairman of the Senate Commerce Committee, which has been holding public hearings on the television allocations problem as well as other facets of the video industry (see story page 88).

Mr. McConnaughey, replying to an inquiry from Sen. Magnuson, on May 14 stated that the Commission would issue a proposal for "specific" allocation changes and make suggestions regarding a long-range solution "within the next few weeks."

The FCC chairman's statement was prompted by a May 1 letter from Sen. Magnuson referring to the chairman's call for a crash uhf research and development program, made last month at the NARTB Chicago convention.

Sen. Magnuson asked Mr. McConnaughey whether this might mean that the Commission was planning to hold in abeyance a decision on the allocations problem.

Sen. Magnuson said that if this construction of Mr. McConnaughey's remarks was correct, it was an unsound position. He added:

"The Commission has long since decided that uhf must play a vital part in a nationwide, competitive television system, and this is strongly reinforced by the action of the Office of Defense Mobilization in indicating that no additional vhf channels could be made available by the military.

"It would seem to me that the Commission should go ahead with its consideration of changes in the allocations plan and I should hope that some kind of initial decision on this matter laying down policies to be followed in preserving uhf, could be arrived at within a matter of a very few weeks. All the members of the committee have been receiving a tremendous volume of correspondence from not only uhf broadcasters but influential persons in communities now served by uhf, urging the committee to instruct the Commission to take some affirmative action not later than June 1, 1956. While it is quite clear that detailed changes in allocation cannot be made by that time, it would seem to me that the Commission could announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement these policies."

Responding, Mr. McConnaughey declared:

"You suggest that while the Commission clearly cannot accomplish detailed allocation changes by June 1—the date by which a number of parties urge that action be taken—the Commission announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement them. While I cannot predict precisely when the Commission will take action, the highest order of priority is being given the subject, and I am confident that we will be able to take the next step in our proceeding within the next few weeks. As you point out, we will not be able to make *final* allocation changes at this stage in the proceeding, but we will be in a position to issue a proposal for specific allocation changes, as well as suggestions contemplating longer-range solutions to the television problem."

$4.25 Million KGUL-TV Sale Bid Filed with FCC

APPLICATION seeking FCC approval of the $4.25 million purchase of ch. 9 KGUL-TV Galveston-Houston, Tex., by Lone Star Television Corp [B•T, May 14] was filed last week.

Lone Star, 90% owned by the New York investment firm of J. H. Whitney & Co., and 10% by Paul E. Taft, present 40.5% owner and president-general manager of KGUL-TV, is buying 89% of CBS-affiliated KGUL-TV stock from present owners—including screen star Jimmy Stewart, oilman F. Kirk Johnson, banker R. Lee Kempner and attorney V. W. McLeod. Lone Star already owns 1.277% which it purchased earlier this month for $49,388 from the City National Bank (trustee for David M. and Katherine Lynn Cummings). The purchaser also has an option to buy the remaining 10% held by oilman Wesley West at the same $644.20 per share figure it is paying for the other shares. Mr. West bought this 10% interest from Mr. Kempner several months ago for $150,000.

KGUL-TV has 6,000 shares outstanding. Lone Star will have 175,000 shares authorized, of which 135,000 have been issued. The company has a $3,825,000 bank credit with the Bankers Trust Co., New York.

In addition to the stock purchases, Lone Star is also taking over $300,000 in 5% notes held by present stockholders.

Mr. Taft, who will be president of Lone Star, also has an agreement with the new owners to remain as operating head of the station with a two-year contract paying $100 a month plus $100 a day for the actual time put in at the helm of the station. His stock option is for 15,000 shares at $1 per share.

Agreement sets Sept. 1, 1956, as closing date. After that stockholders will receive in addition to the purchase price a pro-rated share of 50% of the net income of KGUL-TV at closing time.

KGUL-TV, which began operating in March 1953, showed a balance sheet as of March 31, 1956, listing $1,214,566 total assets (of which $301,550 were current assets) and total current liabilities of $406,783—including $121,577 due to RCA and $73,175 to General Electric. Long term liabilities were $229,585, all for equipment.

As of March 1, KGUL-TV showed an earned surplus of $112,090, with a net profit after taxes in March of $16,107.50. Depreciated cost of KGUL-TV facilities was set at $923,728.

The $300,000 in notes held by present KGUL-TV stockholders are due to be repaid beginning in January 1959. First payment is set at $75,000, with completion in April 1962.

The Whitney firm has various interests in oil, chemical and other companies. It also owns CBS-affiliated KOTV (TV) Tulsa, Okla., and community antenna systems in Wenatchee, Walla Walla and Richland, Wash., minority interests in community systems in Bloomsburg, Pa., and Winchester, Ky. In previous years it had ownership holdings in community television operations in Morgantown, Clarksburg, Parkersburg and Fairmont, all W. Va., and Williamsport, Pa. The Whitney company also has a $130,000 loan outstanding to WKAB Mobile, Ala. (which at one time had a construction permit for ch. 48 there).

The investment firm—a partnership headed by John Hay (Jock) Whitney—listed total assets of $13,745,300, with notes payable of $235,062, accounts payable and accrued liabilities of $68,422, and a net profit to March 31, 1956, of $3,531,388 (less amounts distributed and distributable).

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

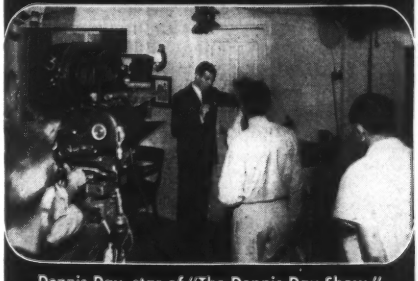
Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

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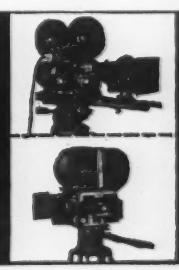


OWNERSHIP LIMIT SOUGHT BY MEASURE

Sen. Bricker's (R-Ohio) bill, identical to House proposal by Rep. O'Hara (R-Minn.), would permit operators to own unlimited number of outlets, but base ownership on percentage of population covered.

A SECOND BILL aimed against tv networks—this time in tv station ownership—was introduced last week by Sen. John W. Bricker (R-Ohio), who gave notice three weeks ago in his report charging CBS and NBC with monopolizing the tv industry [B•T, April 30] that he would propose the measure. (Also see story below.)

Sen. Bricker's bill (S 3859) is identical to a proposal introduced in the House by Rep. Joseph P. O'Hara (R-Minn.) a few weeks ago [B•T, April 23]. Both measures would prohibit the FCC from using any rule setting an arbitrary limit on the number of stations a person may own or hold interest in. Instead, Sec. 307 of the Communications Act would be amended to provide that no person may own or hold interests in tv stations which, in the aggregate, would provide tv coverage or service to more than 25% of the U. S. population.

In an accompanying statement Wednesday, Sen. Bricker said ABC, CBS and NBC have built or bought their present limit of five vhf stations in the nation's top markets, "thus permitting each network to cover from 25 to 40 million persons with its owned stations." Such stations have been obtained as "allegedly necessary adjuncts" to networking, he stated.

The bill would not render unlawful the holdings of any present licensee, he said, adding that NBC's owned stations cover 23% of the U. S. population to make it the biggest such holder.

Sen. Bricker proposed in his bill that an independent operator can have an opportunity to become competitive in size with networks, even though he can't buy the "lucrative stations in the top markets."

Sen. Bricker apparently believes such an independent operator can eventually begin his own network, for he adds at this point: "As a byproduct an independent operator can then become a network operator and thus a competitor of the present networks, thereby making available an addtional source of network program material so vitally necessary to the life of television stations presently without network affiliation."

The Communications Act sets no specific limit to the number of radio or tv stations one person may own or control. The FCC has a rule permitting the ownership of up to five vhfs, plus two uhfs. This rule was contested by the Storer Broadcasting Co. and was overturned by the U. S. Appeals Court for D. C. An FCC appeal to the Supreme Court is awaiting decision by that body.

Control on Network News May Be Necessary—Bricker

A GOVERNMENT "check rein" may be necessary to make sure tv networks broadcast unbiased news, Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee, said in an interview with the AP last week.

Sen. Bricker said networks, through news commentary and political broadcasts, have a "potential power to mold public opinion" that may require some kind of control. The Ohio Republican is author of a bill (S 825) to place networks under FCC regulation and last week introduced a second bill (S 3859) aimed at limiting network ownership of tv stations.

"I don't want any censorship," Sen. Bricker said. "That would be ten times worse. That's the practice of a monolithic state." So far, he said, the networks generally have been fair in news commentary and in giving political parties equal access to the air.

There is nothing to stop them, however, if they decide to revise their policies, he added.

Sen. Bricker released a report last month charging CBS and NBC with monopolizing the tv industry [B•T, April 30].

Three Am Initial Decisions Handed Down by Examiners

RECOMMENDATIONS that the FCC grant a new am station in Palatka, Fla., deny a bid for an am station in South Bend, Ind., and reinstate a stayed am grant in Milton, Pa., were made last week in three initial decisions, one (South Bend) by FCC Hearing Examiner Basil P. Cooper and two by Examiner Elizabeth C. Smith.

Examiner Smith recommended that Raymac Inc., unopposed applicant, be awarded 800 kc, 1 kw day at Palatka. A previous applicant, Radio Starke (WSTN St. Augustine, Fla.) entered into an agreement with Raymac and withdrew from the hearing. Under the agreement, Radio Starke receives $2,500 and an option to acquire one-third interest in the proposed station, and Raymac has an option to acquire the same interest in WSTN.

In the Milton, Pa., case, Examiner Smith recommended that the Commission reinstate its October 1955 grant of 1380 kc, 1 kw day to Williamsport Radio Broadcasting Assoc. (WARC) and deny the protests of WMLP Milton and WLYC Williamsport. The protestants had charged the grant violates FCC rules on signal overlap and runs contrary to Commission policy on diversification of mass communications media.

In recommending denial of an application of Northern Indiana Broadcasters Inc. (seeking 1240 kc, 250 w at South Bend), Examiner Cooper found that there was not sufficient need for the proposed service to justify a waiver of FCC rules with respect to interference. The examiner found that the proposed operation would cause interference to WHBU Anderson, Ind., and fail to provide adequate nighttime primary service to South Bend, the city sought to be served.

Four New Am Grants Announced by FCC

FOUR new am stations were granted by the FCC last week. Construction permits awarded were:

• Alva, Okla.—Aubrey D. Conrow, 1430 kc, 5 kw unlimited. Mr. Conrow is a research engineer.

• Munising, Mich.—Munising-Alger Broadcasting Co., 1400 kc, 250 w unlimited. Principals are equal partners Charles Symon, part owner of the Munising News Co.; Richard L. Sadak, also part owner of the Munising News Co.; and Richard E. Hunt, sole owner of WCBY Cheboygan, Mich., 79% owner of WPTW Piqua, Ohio, and applicant for tv ch. 4 in Cheboygan.

• Las Vegas, Nev.—Rainbow Inc., 1050 kc, 500 w daytime. Principals are President Donald James Yellen (40%), physicist, and Vice President Joseph J. Marandola (60%), salesman-announcer at KRAM Las Vegas.

• Owego, N. Y.—Harlan G. Murrelle, 1330 kc, 1 kw daytime. Mr. Murrelle is president-director of WOND Pleasantville, N. J., and second vice president-director of WDBF Delray Beach, Fla.

CAN FCC FORBID GRANTS ON 'ECONOMIC' GROUNDS?

Legal aspects of question, and whether Commission should deny such applications if it can, will be debated June 11 in oral argument.

CAN THE FCC legally deny an application for a new station because a grant would cause "economic injury" to an existing station in the same community? And, assuming the Commission has such authority, should, as a matter of policy, that power be exercised?

These questions will be debated June 11 in oral argument involving "economic protests" to am grants in Cleveland, Tenn. (WCLE), and Harlan, Ky. (WKYV). Adopting a Broadcast Bureau recommendation [B•T, Nov. 28, 1955], the FCC has ordered separate briefs and arguments on these two facets of the economic protest dilemma.

The Broadcast Bureau pointed out that much time and expense can be saved if it should be resolved that the FCC cannot, or will not because of policy reasons, deny applications because a new station would so deplete market revenue that the new station and/or existing stations probably would fail.

Of five so-called "economic injury" protest cases (Cleveland, Tenn.; Harlan, Ky.; Laurel, Miss.; Tifton, Ga.; Statesville, N. C.) four grants were upheld by FCC hearing examiners, and in every case the economic protest was denied. In the Tifton case (grant to WTIF), Examiner Hugh B. Hutchison recommended that the grant be withdrawn because of what he called WTIF's "paper" programming proposals [B•T, March 26].

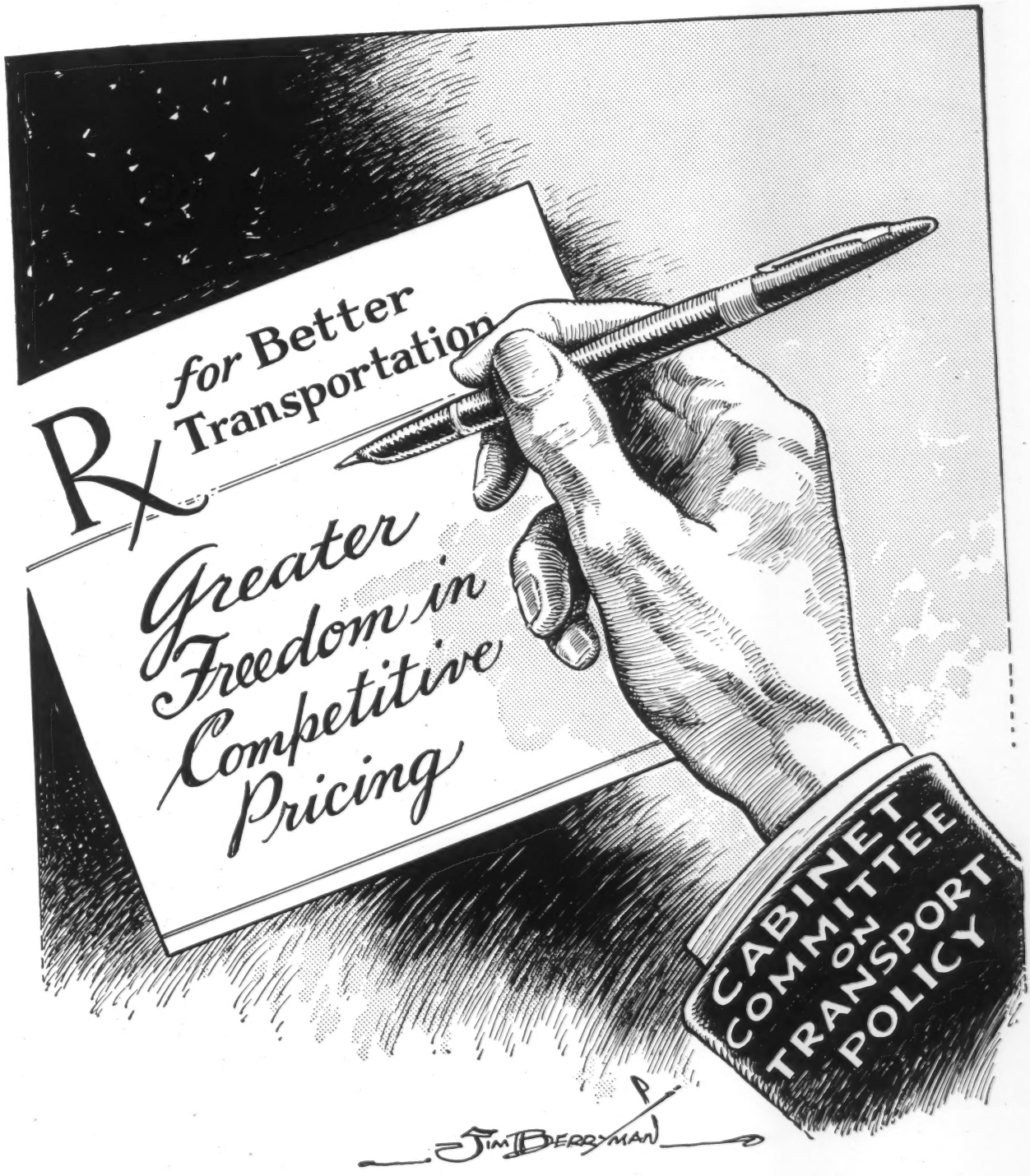
New fuel was added to the fire last week when Robert Keith Jr. filed an application for a new am station (1260 kc, 1 kw day) at Laurel, Miss. A grant to WPWR there was the subject of economic protests by two existing Laurel radio stations, WLAU and WAML. The grant was affirmed last December by Examiner Basil P. Cooper [B•T, Dec. 26, 1955].

An indication of the FCC thinking on economic protests was given early last month in a tv case. In ordering a hearing on a protest by KIVA (TV) Yuma, Ariz., against the grant of ch. 13 Yuma to KYAT (TV) (Wrather-Alvarez), the FCC declared that KIVA stood little chance of prevailing on its economic injury charges even if it can be proved that the Yuma market cannot support two tv stations [B•T, April 2].

Political Broadcasts Okayed

OVER OBJECTIONS of KFMB-TV San Diego, the FCC last week granted ABC-TV authority to transmit to XETV (TV) Tijuana, Mexico, live coverage of the Democratic and Republican national conventions and election returns. The grant has no bearing on the protest case involving ABC-TV's proposal to feed live tv shows to XETV (TV) on a regular basis. KFMB-TV and KFSD-TV San Diego have objected to the proposed ABC-XETV arrangement.

THE RIGHT PRESCRIPTION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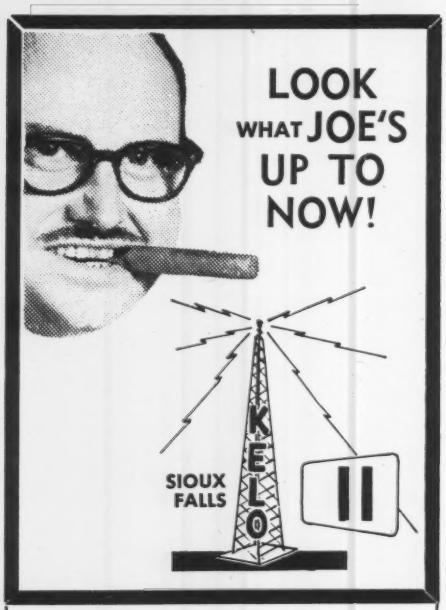
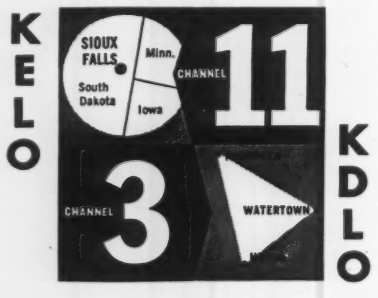


1,032 FEET!!!

That's how high Joe Floyd's building the new KELO-TV tower. That makes it one of the two highest structures in the Midwest, beaming KELO-TV's picture to a wider market than ever in Minnesota, South Dakota, Iowa and Nebraska. And when you add Floyd's neighboring KDLO-TV, you've got more than 1800 FEET OF TOWERING TV SALESMANSHIP!

THE BIG TV COMBO



78% of South Dakota, plus Western Minnesota, Northwestern Iowa

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GOVERNMENT

House Subcommittee To Hear Local 47 Case

THREE-MAN subcommittee of the House Education & Labor Committee will open a hearing today (Monday) in Los Angeles on operation of the AFM music performance trust fund and the revolt against AFM President James C. Petrillo within Hollywood Local 47. The two-day hearing will be under the chairmanship of Rep. Philip Landrum (D-Ga.). Other subcommittee members will be Reps. Joe Holt (R-Calif.) and James Roosevelt (D-Calif.). The hearing runs through tomorrow.

Among those slated to testify are Local 47 rebel leader Cecil F. Read, Local 47's "ousted" President John te Groen and Recording Secretary Murray Paul. The Read forces took over control of Local 47 from Messrs. te Groen and Paul earlier this year.

Mr. Read and 10 other Local 47 rebel leaders were recommended to be temporarily suspended from the musician's union in a 30,000-word trial report submitted a fortnight ago to the AFM international executive board by referee Arthur C. Goldberg, AFL-CIO special counsel [B•T, May 14]. The international executive board is expected to rule on the trial of the Local 47 rebels at its meeting in New York Tuesday.

FCC Denies WTHT (TV) Request for Extension

LOSS of its ch. 3 construction permit by WTHT (TV) Wilmington, N. C., appeared imminent last week when the FCC, with Comr. Hyde dissenting, refused to extend the time within which construction of the station should be completed. Under WTHT's grant, awarded Feb. 17, 1954, construction was to have commenced within 60 days with completion by Oct. 17, 1954.

WTHT's request for a time extension of its complete-construction deadline was filed in September 1954 and was designated for hearing. In April of last year, FCC Hearing Examiner Basil P. Cooper's initial decision recommended denial of the extension application.

The Commission ruled against WTHT's contention that the purchase of paint, lumber and other materials for the renovation of a building in which the proposed station was to be housed constituted "construction" as authorized in the station's cp. Although WTHT attributed the delay in construction to inability to get a network affiliation, the FCC noted that although WTHT planned a CBS affiliation in its original application, nothing was said about delaying construction until an affiliation could be secured.

Study Staff Meet Postponed

SCHEDULED meeting of FCC's network study staff with a group of television film producers last Wednesday [B•T, May 7] was postponed when several film makers could not keep the date. New meeting date was not specified, but is understood to be toward the end of this month.

The film group includes Screen Gems, TPA, Guild Films, Official Films and Ziv. They are represented by Harry M. Plotkin, former FCC assistant general counsel.

The network staff also met with M. L. (Duke) McElroy, media and research vice president of the Assn. of National Advertisers. Purpose was to schedule a meeting with ANA members, but no date for this meeting was set.

Here's That Big B-5* Smile

WLOL's BIG 5 DISC JOCKEYS

They keep Larry Bentson, top man at WLOL, grinnin' 24 hours a day! He knows they call the tune for a million and-a-half-plus radio listeners. Surveys confirm WLOL's vast popularity—its smart programming of music, news and sports. Start your Northwest sales records smiling with a success campaign on WLOL!

THE TOPPER IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS-ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

SINGLE DAY-NIGHT RATE TREND CITED

Station Representatives Assn. report indicates more and more stations have identical day and night rates. Trend is to simpler timebuying procedures.

UNLESS there's reverse English on the trend, the time may be soon at hand when timebuyers can forget the sliderule when it comes to computing nighttime rates vs. daytime costs of radio stations, even in the big cities where stations for the most part stick to premium night rates.

This general conclusion crops up in a report on radio rates that Station Representatives Assn.'s Managing Director Lawrence Webb is issuing to SRA members.

Pointed up in the report is an increased tempo to identical rates, labeled by SRA as "practically identical" in all but the top 40 markets in the country. This, says SRA, compares to an "80% divergence of only a few years ago."

Here are some of the report's findings:

• The day and night near-identity in rates exists in all markets of 100,000 population and under, while one-minute rates generally are from 1 to 3% higher in the evening hours.

• In 137 markets of between 100,000 and 500,000 population, nighttime rates are from 3 to 5% higher than daytime, while one-minute announcements are 3-4% higher at night.

• Premium rates for spot in the nighttime periods exist only in markets about the 500,000 population level with the average 30% above day. Announcements run 14% higher at night.

After a look at a study it made five years ago, SRA has found that the total of nighttime rates at that time for quarter-hour, half-hour and hour periods on radio stations was 70% higher than for the daytime. The increase for one-minutes and station breaks was 79%.

Also supplied in Mr. Webb's report to member stations are figures which show the number of towns and cities with radio outlets increasing in the past five years from 1,193 to an estimated 1,400. According to SRA, most of the new stations are in communities with less than 50,000 population.

Along with its report, SRA released a table showing the number of markets in each population group, partly estimated (designated by letter "E"), and the one-time cost of complete coverage using the highest cost station in each market (at daytime rates) as follows:

Station Places	Population Groups	30-Min.	15-Min.	1 Min.	Station Break
40	500,000 and over	$6,002	$3,964	$1,771	$1,396
46	250,000 to 499,999	3,382	2,240	780	698
91	100,000 to 249,999	4,895	3,205	1,048	934
30E	50,000 to 99,999	1,205	802	258	225
148E	25,000 to 49,999	5,390	3,290	964	842
1045E	Under 25,000	27,736	17,385	4,848	4,092
1400E					

Note: Published package purchase and saturation discounts offer substantial rate reductions from above estimates.

Triangle Stations Adopt New Advertising Standards

A NEW SET of advertising standards, designed to provide a solid framework for advertisers and at the same time protect the public interest, was announced last week for Triangle Publications Inc. stations by Roger W. Clipp, general manager of Triangle's radio-tv division. Triangle stations are WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WHGB Harrisburg, Pa., and WFBG-AM-TV Altoona, Pa.

In announcing the standards, Mr. Clipp said:

Clean R-F Circuitry for 50kW AM Transmitters

with

Machlett Light-Weight, Forced-Air Cooled

ML-6697 Triode

...built for

- Light Weight — Only 29 lbs; no hoists required for tube removal.
- Compact Installation — Only one inch vertical lift to remove tube from tube support and cabinet.
- Long Life — Basic design similar to Machlett ML-5681 and ML-5682 triodes now giving unprecedented life in television and super-power transmitters.
- High Transconductance, High Plate Efficiency, Low Grid Drive, Low Distortion — Achieved through mechanically stable, close spaced elements, plus high filament emission.
- Low Terminal Inductance, Cool Terminal & Seal Operation — Achieved through use of large diameter coaxial terminals having large seal and contact area.
- Great Mechanical Strength — Provided by Kovar metal-to-glass seals and massive terminal components.

Recommended 50kW Amplifier Tube Complements—

DOHERTY OR LINEAR
Two ML-6697 coaxial triodes

HIGH LEVEL CLASS C

(9.5kV Plate Operation)	*(8.5kV Plate Operation)*
One ML-6697 coaxial triode (final)	Two ML-6427* coaxial triodes (final)
Two ML-6425* coaxial triodes (modulators)	Two ML-6427 coaxial triodes (modulators)

*ML-6425 and ML-6427 tubes, weighing 15 and 20 pounds respectively, are of the same design family as the ML-6697. Water cooled versions of all these types are also available.

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

"As broadcasters we realize we must ever be on the alert to provide adequate safeguards that serve the interests of our audiences. These standards re-emphasize the fact that radio and tv advertising must meet the high standards of good taste and honesty we demand from our programs."

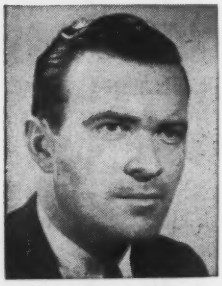
Triangle's new standards, drawn up by the stations' program, sales and continuity acceptance departments in consultation with the Better Business Bureau of Philadelphia, take in all phases of the commercial message, from the copy desk to the point of sale. Points stressed in the new rules urge sponsors to guard against excessive claims for a product or service; stress good taste in the content of the message, and rule out vagueness or misleading statements concerning prices or availability of merchandise. Mileage limitations must be clearly stated in any offer concerning free delivery.

Triangle also has set up a complaint department, separate and distinct from sales or program departments, at each station. The department will handle any complaints from viewers, and when satisfaction cannot be secured, the case history of the complaint will be filed with the Better Business Bureau, whose complaint department will work in cooperation with the stations'.

The new standards also rule that the person before the camera or microphone must be approved by the Triangle stations in advance and that objectionable "pitchmen" will not be tolerated.

BARTHELMESS NEW WABC GENERAL MGR.

STEWART BARTHELMESS, eastern sales manager, ABC Radio, has been named general manager of WABC New York, succeeding Micheal A. Renault, who has resigned.



MR. BARTHELMESS

Mr. Barthelmess was with the sales promotion department of Packard Motor Car Co. (now Studebaker - Packard Corp.) and Famous Artists Inc., Hollywood, before joining ABC's sales service department in 1950. At the network he has held a number of managerial posts, among them, manager of radio station clearance (1951), manager of sales service (1954) and administrative manager of radio network sales (also 1954).

Mr. Renault will leave the radio-tv field to open a supper club, "Renault's," in Geenwich, Conn., "sometime between the 1st and 15th of June."

Denny Outlines New Rate Card For NBC-Owned Radio Stations

DETAILS of new rate cards for the NBC-owned radio stations were outlined last week by Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, who described them as being geared to "radio's highly successful saturation advertising techniques." The new rate cards are effective June 15.

The rate cards, according to Mr. Denny, spotlight the various announcement plans in high demand by most local and national advertisers. He said the cost of announcements and station breaks are "simply indicated" and discounts are "easily computed" from a common standard discount structure, with all types of announcements combinable for discounts.

Mr. Denny reported that program time rates remain "generally unchanged," although some time periods have been placed in a higher rate classification or are now subject to a higher gross rate.

Described as "simplified" rate cards, they are being issued for WRCA New York, WRC Washington, WMAQ Chicago and KNBC San Francisco. A revised rate card for WRCV Philadelphia, which will embody the same features as in cards for the other NBC-owned stations, now is in preparation and will be issued shortly, Mr. Denny said.

Keese Named Director Of WFAA-AM-TV Dallas

ALEX KEESE, general manager of WFAA Dallas, has been named director of radio and tv properties for the A. H. Belo Corp., owner of WFAA-AM-TV, and Keith Lambertz, WFAA sales manager, has been appointed the station's general manager.

MR. KEESE

In announcing these key appointments last Thursday, James M. Moroney Jr., Belo Corp. treasurer, also said Ralph W. Nimmons would continue as manager of WFAA-TV.

Mr. Keese became associated with WFAA in 1930 as conductor of the station's staff orchestra, advancing from music director to program director to sales manager. He held the latter post four years. He then became assistant general manager for the Taylor-Howe-Snowden radio station group, but returned to WFAA in 1948. In 1950, when WFAA-AM-TV were purchased by the Belo Corp., he was placed in charge of sales for both stations, and in 1952 was made general manager of the radio station.

In addition to the Dallas radio and tv stations, the A. H. Belo Corp. operates the *Dallas Morning News*.

MR. LAMBERTZ

MR. NIMMONS

KNIM Maryville, Mo., Sold

SALE of KNIM Maryville, Mo. (250 w daytime on 1580 kc), by R. Wayne Wilson and associates to L. P. Ware, general manager, ch. 2 KCKT (TV) Great Bend, Kan., for $47,500 was announced last week. Transaction was handled by Allen Kander & Co. and is subject to the usual FCC approval.

MICHIGAN STATIONS BATTLE TORNADOES

RADIO and tv stations in Michigan had ample opportunity to demonstrate their public service value to their communities during National Radio Week as a series of tornadoes swept across the state last week damaging at least three stations and putting one of these off the air for nearly five hours.

WFDF Flint reported to B•T that the center tower of its three-tower antenna array was completely demolished and that its other towers were badly damaged. The station was off the air for 4 hours and 45 minutes because of regular and emergency power failure.

As soon as it was able, WFDF fed NBC's *Monitor* at frequent intervals. Special feeds were made available to stations in Detroit, Grand Rapids, Lansing, Indianapolis, Chicago and other points. Chief announcer Bud Haggart later flew over the tornado and flood-struck area and taped a 20-minute report.

WKMF Flint's programming also was interrupted—but only momentarily as the auxiliary power unit went into operation. The station aired a disaster proclamation by the mayor who had accompanied station newsmen to the scene of destruction. WKMF completely discarded its regular programming schedule in favor of emergency messages and communications. The station is owned by Knorr Broadcasting Corp., which owns WKMH Dearborn, WKHM Jackson and WSAM Saginaw, all Mich. Reciprocal feeds were set up among the Knorr outlets. The regional Federal Civil Defense office requested permission to use the WKMF's tapes for training and documentary purposes.

WJRT (TV) Flint suffered damage when its tower was blown down and several holes were ripped in the roof. The tv station and its sister, WJR Detroit, combined efforts to broadcast the latest tornado information. WJR News Editor Jack White and his staff aired semi-hourly news bulletins and special flashes from the weather bureau, radar trackings from the U. of Michigan, Selfridge Air Force Base and other points. WJRT (TV) Program Director Franklin Mitchell and Engineer Howard Towne phoned in eye-witness accounts of tornado damage in Flint.

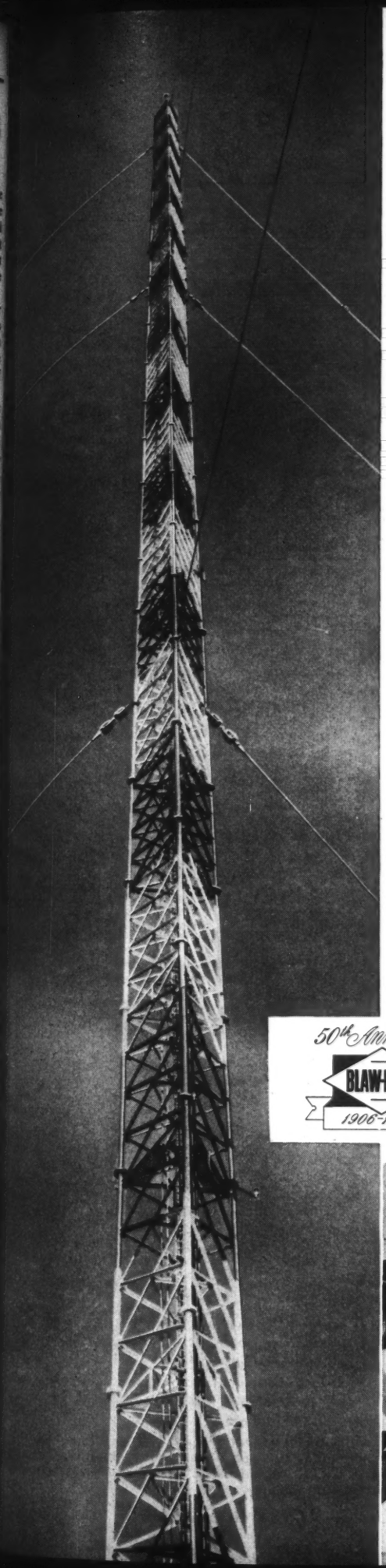
WWJ-AM-TV Detroit News Editor James H. Clark and his six-man staff set up communications with WFDF and broadcast tornado news from the Flint area. Network feeds were made to *Monitor* and all regularly scheduled programs were interrupted whenever necessary to make late announcements. Mobile units were dispatched to stricken areas for on-the-spot statements by victims of the storms.

In Muskegon, according to WKBZ, Program Manager Bill Trap and newscaster Dick Hughes kept listeners apprised of the latest storm developments. Mr. Hughes was temporarily stationed at the Muskegon County Airport weather office.

WOW Tower Demolished By Near-Tornado Winds

THE 478 ft. tower of WOW Omaha, Neb., was blown over last week by winds of near-tornado force. Station Manager Frank P. Fogarty reported that WOW lost two hours of commercial air time before a standby antenna could be put into service.

Mr. Fogarty said bids are being taken on a new tower, but a final decision has not yet been reached as to price, type, or date of erection. W. J. Kotera, WOW director of engineering, is in charge of repair operations.



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

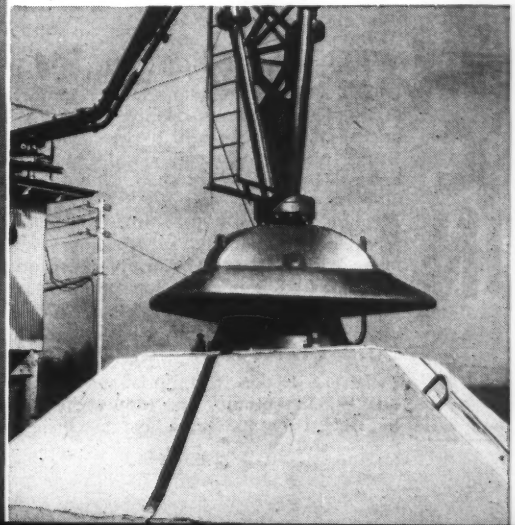
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

50th Anniversary BLAW-KNOX 1906-1956

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



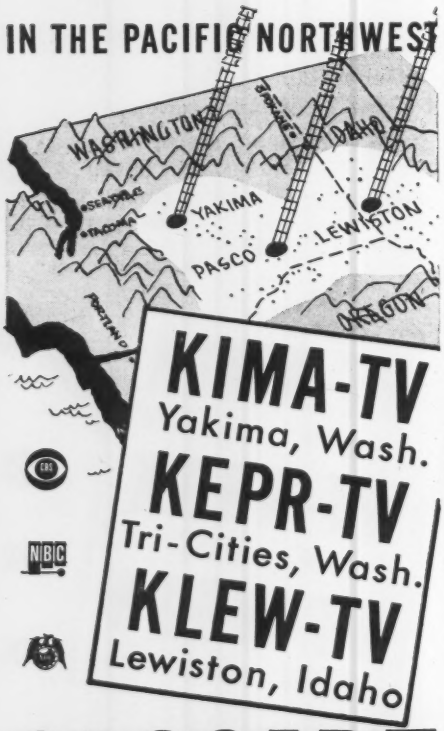
Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

CASCADE TELEVISION

The BIG 3 for 1 PACKAGE

IN THE PACIFIC NORTHWEST



KIMA-TV
Yakima, Wash.
KEPR-TV
Tri-Cities, Wash.
KLEW-TV
Lewiston, Idaho

CBS NBC ABC

CASCADE TELEVISION

Contact
WEED TELEVISION
Pacific Northwest: MOORE & LUND

KFMB-AM-TV's Whitney Elected to Vice Presidency

GEORGE WHITNEY, general manager of KFMB-AM-TV San Diego, Calif., has been elected a vice president of Wrather-Alvarez Broadcasting Inc., licensee of the stations, J. D. Wrather Jr., president of the company has announced [CLOSED CIRCUIT, May 14]. Mr. Whitney will continue as manager, a post he has held since November 1, 1953.

MR. WHITNEY

Prior to joining KFMB-AM-TV Mr. Whitney was associated with NBC, the Don Lee Network, KFI and KECA, both Los Angeles, Harrington, Whitney & Hurst advertising agency, and the radio division of Earle C. Anthony Inc.

Grant Representative Firm Bought by Elkins, Stiller

SAN FRANCISCO broadcaster Sam Elkins and his associate, Herb Stiller, have announced their purchase of the W. S. Grant Co., radio-tv station representatives. Mr. Elkins was named president and general manager of the company, which will retain its present personnel.

Mr. Elkins has been active in western advertising circles for about eight years and at one time headed his own agency. He is also familiar with tv film sales and distribution.

Mr. Stiller, named secretary-treasurer under the new management setup, has had 14 years

MR. ELKINS

MR. STILLER

experience in the radio-tv industry as salesman and talent.

W. S. Grant has named Myron J. Bennett as its Los Angeles representative and has indicated plans for opening an additional office in Seattle.

WITI-TV Dedication Today

DEDICATION ceremonies launching operation of WITI-TV Whitefish Bay (Milwaukee), Wis., on vhf ch. 6 will be held by Independent Television Inc. today (Monday). Dedication telecast will be aired at 6:30 p.m., with a one-hour, all-color program at WITI-TV studios in Mequon, Whitefish Bay suburb. Station is represented nationally by Branham Co. and plans to operate as all-color operation, utilizing DuMont Labs Vitascan color equipment.

Sale of KIWW Announced

PURCHASE of Spanish-language daytimer KIWW San Antonio, Tex. (250 w on 1540 kc), by Robert N. Pinkerton and associates from Joe Olivares for $125,000 was announced last week. Mr. Pinkerton and his associates, Edgar Pool and John Gatti, also own KTXN Austin, Tex. Mr. Pool owns 25% of KIFN Phoenix, Ariz. They operate the General Broadcasting Co., Brownsville, Tex., radio sales agency for American and Mexican radio stations. The transaction is subject to FCC approval.

Flynn Heads Political Sales

ADVANCEMENT of Jack F. A. Flynn from account executive to supervisor of political advertising accounts for WPIX (TV) New York was announced last week by John A. Patterson, sales manager. In announcing the appointment, Mr. Patterson said the station "anticipates a heavy volume of business in connection with the fall campaign." Mr. Flynn, he added, "will be solely responsible for this phase of advertising during the coming elections."

Thomas M. Pepperday Dies

THOMAS M. PEPPERDAY, prominent radio-tv pioneeer and former owner of KOB-AM-TV Albuquerque, died Wednesday following a heart attack. He was 69. Mr. Pepperday was born in Brooklyn and served as publisher of the *Albuquerque Journal*. His KOB interests were bought out by former FCC Commissioner Wayne Coy and Time Inc. in 1952.

STATION PEOPLE

Keith L. Andre, formerly manager of WABO Waynesboro, Miss., to WEBJ Brewton, Ala., as general manager.

Lewis H. LaMar, formerly assistant general manager at WNMP Evanston, Ill., to WLBK DeKalb, Ill., in similar capacity. He has been active in broadcasting field for nearly 30 years.

Abe Greenberg, advertising and promotion director, KTLA (TV) Los Angeles, resigned to become vice president in charge of advertising and sales promotion for allied builders, L. A., home remodeling and construction firm.

John W. Reavis Jr., research manager, *Wide, Wide World*, NBC-TV, to KRON-TV San Francisco as merchandising and advertising director.

Ted Anthony, assistant to commercial manager, WJW-TV Cleveland, Ohio, appointed director of promotion and publicity. He has been with station since 1951.

MR. ANTHONY

Allan Kerr, Detroit manager, NBC Spot Sales, to WHUM-AM-TV Reading, Pa., as national sales manager.

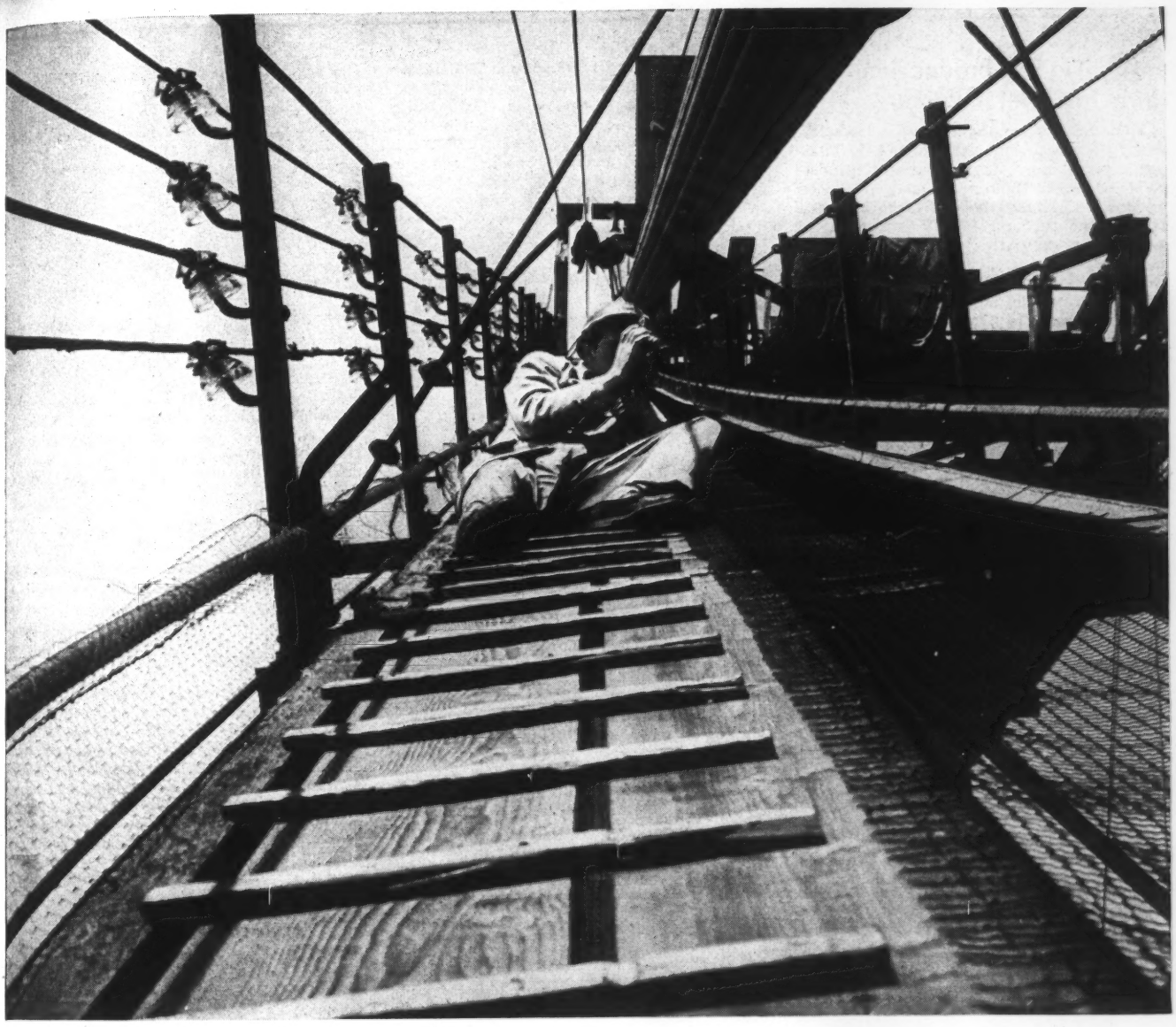
Jane Gabellini, production department, WAGA Atlanta, appointed to post of publicity and promotion manager of the station.

Jack Ehrhart, radio newsman, appointed news director of KTLN Denver.

Ralph Painter, photographer, KPHO-TV Phoenix, Ariz., to KOOL-TV there to take charge of producing filmed news.

Jock Laurence, radio newsman for 20 years, to news and special events staff of WRIT Milwaukee.

Basil Heatter, WOR New York, news commentator and son of Gabriel Heatter, to WITV (TV) Miami Beach, Fla., for station's first news commentary show.



"TV VIEWERS WANT TO SEE EVERYTHING -- DU PONT TYPE 930 GIVES US THE CONTRAST RANGE WE NEED"

Mr. David V. R. Stickle, News and Film Director of Station WMAR-TV in Baltimore, Maryland, explains further: "Rapid shooting and rapid processing are a must in our news coverage. Whether it's a horse race at Pimlico or a raging fire in the city, our home viewers want to see *everything* in the picture — and Du Pont 930 provides the image that ideally registers the vital details. We can count on consistently good exposure, proper contrast and excellent tonal gradation. Du Pont 930 Film makes the job easier for our cameramen — permits them to concentrate on the actual picture job without worrying about the limitations of poor weather and lighting conditions.

"The flow of information from our Du Pont Technical Representative has continued uninterrupted for the past nine years," continues Mr. Stickle. "Should something happen today that requires quick attention, I can call Fred Gerretson (Du Pont Representative for the Washington-Baltimore area) and know that he'll be here as quickly as possible to help us over the rough spots. This kind of service can't be beat!"

The same type of service is available for you. Just get in touch with the Du Pont Photo Products sales office nearest you.

SALES OFFICES

ATLANTA 8, GA.	805 Peachtree Building
BOSTON 10, MASS.	140 Federal Street
CHICAGO 30, Ill.	4560 Touhy Ave., Lincolnwood
CLEVELAND 16, OHIO	2950 Center Ridge Road
DALLAS 7, TEXAS	1628 Oak Lawn Avenue
LOS ANGELES 38, CALIF.	7051 Santa Monica Boulevard
NEW YORK 11, N.Y.	248 West 18th Street
PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware
CANADA:	Du Pont Co. of Canada Limited, Toronto

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM

Radio, Tv Set Production Down for First Quarter

RADIO AND TV set production for first quarter of 1956 was slightly under high 1955 totals for that period, according to Radio-Electronics-Tv Mfrs. Assn. Quarterly figures for radio totaled 3,532,243 sets this year against 3,640,144 for same 1955 period. Tv output totaled 1,844,632 sets compared to 2,188,252 in same quarter last year.

March tv output totaled 680,003 sets (of which 82,805 had uhf and 833 had fm tuning), compared to totals of 576,282 in February and 831,156 in March 1955. March was five-week work month. Radio output in March totaled 1,360,113, of which 478,272 were auto sets, compared to total of 1,093,506 sets in February and 1,482,274 in March 1955.

Receiving tube sales totaled 42.5 million units in March. Sales of tv picture tubes totaled 848,055 in March, 2,638,503 in first quarter. Sales of picture tubes in first quarter of 1955 totaled 2,639,428 units.

Figures for first quarter of 1956:

	Television	Auto Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March	680,003	478,272	1,360,113
Total	1,844,632	1,435,531	3,532,243

Zenith Promises Big News

ZENITH Radio Corp. plans to unveil "the most revolutionary tv development" in its history at its annual national distributor convention in Chicago June 7-8, L. C. Truesdell, Zenith vice president and sales director, announced last week. Distributors will receive a preview of Zenith's 1957 line of television receivers, radios, phonographs and high fidelity instruments. Zenith anticipates "enthusiastic public reaction" and "widespread industry attempts to imitate" the new development, Mr. Truesdell said. Meetings will be held at the Conrad Hilton Hotel and Eighth St. Theatre.

Webster-Chicago Now Webcor

THE NAME of Webster-Chicago Corp., phonograph and tape recorder manufacturer, was changed to Webcor Inc., and Titus Haffa, president, was elected to the company's board of directors in actions taken at a stockholders' meeting in Chicago. Also elected to the board were H. D. von Jenef and Nicholas Malz. Mr. Haffa, who owns controlling interest, also announced he has purchased additional shares in the firm.

MANUFACTURING PEOPLE

Melvin E. Krumrey, assistant manager, customer service department, Shure Bros. Inc. (microphones, acoustic devices), Chicago, to distributor division of Quam-Nichols Co. (loudspeaker and electronic components), Chicago, as assistant division manager.

George G. McConeghy, controller, Langevin Mfg. Co. (amplifiers, power supplies), N. Y., to Allen B. DuMont Labs Inc., Clifton, N. J., as assistant controller. **Lawrence A. Larson,** radio engineer at KUOM Minneapolis, and **LeRoy A. Wallace,** formerly with commercial broadcasting division of RCA Service Co., Atlanta, to DuMont Labs as tv transmitter sales engineers. Mr. Larson will be stationed at Clifton, N. J. and Mr. Wallace at Atlanta. **Robert W. Norcross,** credit manager, Servel Inc., Evansville, Ind., to DuMont Labs as general credit manager.

Robert R. Carlson, assistant purchasing agent, Sentinel Radio Corp., Evanston, Ill., to Crescent Industries Inc. (phonographs, tape recorders), Chicago, as purchasing agent.

Thomas B. Kalbfus, general radio-television sales manager, Westinghouse Electric Supply Co., appointed general sales manager of television-radio division of Westinghouse Electric Corp., with headquarters in Metuchen, N. J.

Colin B. Dale, vice president in charge of research, Webcor Inc., Chicago, resigned to open development lab in Jensen Beach, Fla.

Osmund T. Fundingsland, Sylvania Electric Products Inc., consultant to the Atomic Energy Commission, Sherwood Project at U. of California radiation lab, named to head new Sylvania microwave physics lab at Mountain View, Calif. New plant will deal with advanced study and research in communications and military fields.

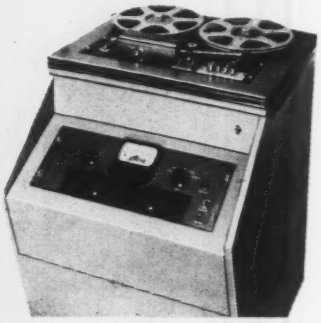
Harry M. Stephey, Philco Corp., Government & Industrial Div., Washington, named manager of government relations.

George D. DeRadio, manager of sales administration, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., to regional sales manager, covering CBS-Columbia distribution in Baltimore, Washington, Richmond, Norfolk, Harrisburg and all of Delaware.

Richard G. Evans, regional manager for Motorola Inc., in Kansas City, Mo., appointed re-

the
PRESTO LOOK...
different where it counts

Functionally designed without mechanical or electronic "gingerbread"... precision-engineered without compromise... massively constructed without economizing on components and machined parts... custom-built without short-cuts ... quality-controlled without fail... THAT'S the Presto Look – result of a quarter century's experience as America's leading manufacturer of tape and disc recording equipment.



PRESTO 'R' series
PROFESSIONAL TAPE RECORDERS

The ultimate in recorder-reproducer units is the Presto R-11. Three full-track heads. Tape speeds 15 and 7½ ips, with others on special order. Reels sizes 10½" or 7". Exclusive capstan drive with hysteresis motor. Torque-type reel motors. Solenoid-operated, self-adjusting brakes. Variable fast-speed control. Wired for remote control. Complementary A-901 amplifier has separate record and playback channels, single 500-ohm transformer input, 250-ohm low-level mixer, illuminated VU meter, and 500-ohm output with +20 db maximum power.

Model R-11 tape transport mechanism (chassis only) ..... $ 775.00
Model R-11 in carrying case 827.00
Model SR-11 recording console (include R-11 mechanism, A-901 amplifier and CC-2 studio console) 1250.00
Model SA-5 remote control switch 40.00
Write for complete information on the 'R' Series

PRESTO Long-Playing Tape Reproducer FOR BACKGROUND MUSIC

8 hours continuous playback from 14" reels with dual-track operation at 3¾ ips. Fool-proof, trouble-free, economical. Complete assembly includes PB-17A tape playback mechanism, A-904 pre-amplifier and CC-4 (horizontal) cabinet*.

Complete $996.00
**Cabinets for vertical mounting available*

PRESTO T-68H TURNTABLE UNIT

Professional performance combined with maximum simplicity of operation. Beautifully machined 16" cast aluminum turntable for super-smooth, rumble-free operation. Heavy-duty hysteresis synchronous motor to meet all requirements in speed accuracy. Three-idler drive system with interchangeable idler wheels minimizes wear. Single-flick shift, operated in one plane, selects 33⅓, 45 or 78.26 r.p.m. speeds and shuts off motor.

Model T-68H $147.00

Export Division:
25 Warren Street, New York 7, N. Y.
Canadian Division:
Instantaneous Recording Service
42 Lombard Street, Toronto

America's Leading Manufacturer of Tape and Disc Recording Equipment
PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

SARKES TARZIAN (c), electronics manufacturer and owner of WTTS and WTTV (TV) Bloomington, Ind., congratulates U. of Indiana students Richard H. Clester (r) and Sandra McCrory on being named winners of the Sarkes and Mary Tarzian Awards. Consisting of scholarships for study in radio and tv, the awards are presented annually.

gional sales manager for Pennsylvania-Ohio. He succeeds **John Carroll,** promoted to manager of Chicago sales branch.

James Armstrong, CBS, and **Tolbert Hood,** tv-appliance salesman, Georgia-Tennessee territory, to Spartan Div., Magnavox Co., Fort Wayne, Ind., as district managers for central Ohio and Tennessee, respectively.

Nat Rappaport, Navy Bureau of Ships, Washington, named resident field engineer by Engineering Products Div., Radio Receptor Co., Brooklyn, N. Y.

MANUFACTURING SHORTS

Ampli-Vision Div., International Telemeter Corp. (components, cables for antenna systems and closed-circuit tv), L. A., announces appointment of Frank J. Perna Assoc., Phila., as area distributor representative.

Westinghouse Electric Corp., Pittsburgh, Pa., as part of expansion in consumer products field, announces new multi-million-dollar electric appliance development program. Plans call for expansion of engineering facilities in Mansfield, Ohio, to include additional appliance design center and for long-range product development.

Sylvania Electric Products Inc., N. Y., announces it has developed line of special receiving tube types for color television, designed to improve color reception and to introduce improvements in black-and-white reception on color sets. Company is in commercial production of limited quantities of 21-in. color picture tubes and is producing developmental models of a 22-in. rectangular color tube.

Philco Corp., Phila., manufacturing portable tv receivers with 14-in. and 17-in. picture tubes. New sets, housed in aluminum and steel cabinets, will start moving to dealers by end of May.

ORRadio Industries Inc., Opelika, Ala., names Howard C. Elliott Co., Cleveland, Ohio, and J. J. Clancy & Co., Angola, Ind., sales representatives for Irish Brand magnetic recording tape.

Elgin National Watch Co., electronics division, Elgin, Ill., announces new carbon microphone

Advertisement

From where I sit *by* Joe Marsh

Doc Nurses a Daydream

It's a treat when I get together with Doc Sherman. *The Clarion* keeps me much too busy—and Doc, well I think he puts in at least sixteen hours a day at the hospital.

But Tuesday—a beautiful day—he and I slipped away for a ride around Turtle Lake. Doc's driving a 1956 humdinger—and it's just like riding on a cloud.

Anyway, at one point Doc slowed almost to a halt. "Used to fish there as a boy, Joe," he said. "Used to sit and imagine myself up on the highway driving a high-powered car. Nowadays, I just sit here and wish I were down there again."

From where I sit, few of us are ever content with the way things are at any given moment. It's human nature. On the other hand, I've been rooting for years that someday everybody *will show enough good American tolerance to respect his neighbor's right to enjoy a friendly glass of beer. When that day comes I assure you that I'll* never *want to change back.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

built for rugged use in mobile communications. Instrument, C504C, is designed for motorcycle equipment and other outdoor applications with accessory moisture-proof shield. It measures 2⅛ x 1 5/16 in. and weighs 9 oz. Firm has published new catalog, No. 47, showing American line of microphones and phonograph cartridges.

General Electric Co., Schenectady, N. Y., reports it has shipped 34 kw transmitter and four-bay antenna to WAIQ (TV) Andalusia, Ala., educational tv station assigned ch. 2, and 10 kw transmitter to KOAT-TV Albuquerque, N. M. (ch. 7).

RCA, Camden, N. J., reports shipments of color camera to WISC-TV Madison, Wis. (ch. 3); 12-section super turnstile antennas to KERO-TV Bakersfield, Calif. (ch. 10), and WCKT (TV) Miami, Fla. (ch. 7); 50 kw transmitter to WKRC-TV Cincinnati, Ohio (ch. 12), and 50 kw transmitter and 10 kw transmitter for standby to WCKT.

Westinghouse Electric Corp. Radio-Tv Div., Metuchen, N. J., announces new all-transistor pocket radio in unbreakable case small enough to fit into handbag or suit pocket. Dimensions are 6x3⅛x1⅝ ins., and total weight is 15½ oz. New model retails at suggested list price of $69.95. Separate earphones and connections are optional.

Kingston Industries, N. Y., has placed on market new metal reflector said to offer more light without increase of wattage for use in floodlights, stage and store lighting.

Shopper Stopper Co., Sioux Falls, S. D., announces sale of seven Mini-Studio portable radio studios since beginning of national distribution early this year. Stations using equipment are WSGN Birmingham, Ala.; KXLL Missoula, Mont.; WKNY Kingston, N. Y.; WIRJ Humboldt, Tenn.; KFTM Fort Morgan, Colo.; KJUN Redmond, Ore.; WCPA Clearfield, Pa.; KIJV Huron, S. D., and KSOO Sioux Falls, S. D. Firm has added optional extra microphone and turntable channels in 70-lb. system which combines mixer-amplifier with cabinet merchandising display compartment and record playing equipment.

CBS-Hytron, Danvers, Mass., offering new catalog containing reference data for CBS transmitting and special-purpose tubes. Bulletin PA-5 covers small transmitting pentodes, triodes and rectifiers, gaseous voltage regulators and reference tubes, plus other special tubes.

KLFY-TV Lafayette, La., last week ordered a transmitter and other equipment necessary to boost the station's power to 316 kw. Present for the contract signing were (l to r) Tom Declouet, station vice president; George Winston, DuMont Labs; Paul Declouet, KLFY-TV president, and chief engineer Maurice Wynne.

OFFICIALS of three Memphis commercial television stations present checks totalling $30,000, to be used toward getting WKNO-TV, educational outlet of that city, on the air [B•T May 14]. L to r: Hoyt Wooten, owner-manager of WREC-TV; Henry Slavick, general manager of WMCT-TV; John Cleghorn, general manager of WHBQ-TV and Julian Bondurant, president of Memphis Community Television Foundation.

Educational Broadcasters Offer Radio-Tv Scholarships

APPLICATIONS for National Assn. of Educational Broadcasters scholarships—supported by the Ford Foundation's Fund for Adult Education—are currently being accepted by Dr. Harry J. Skornia, executive director, 14 Gregory Hall, Urbana, Ill., the NAEB has announced.

Scholarships, varying in amounts depending on length of the workshop, summer session or regular academic course, range from $75 (one week) to $300 (nine or more weeks), and are open only to employes of educational tv stations or production centers, potential employes, or employes of such facilities not yet on the air. Selection will be made on the basis of radio-tv experience and on the contribution to educational broadcasting likely to result from further study. Applications must be submitted in eight copies and must contain name and qualifications of applicant, recommendation from a superior and the name of the institution desired.

Chicago Board of Education Approves High School Test

THE Chicago Board of Education has approved a request for permission to conduct a 10-day instruction-by-tv experiment in the city's high schools starting May 22.

A second request permitting the city superintendent of schools to ask the Foundation for the Advancement of Education branch of Ford Foundation for a grant covering a similar experiment in junior colleges also was approved by the board.

WTTW (TV) Chicago (ch. 11), non-commercial, educational station, plans to televise instructions in certain physics and mathematics classes for 10 school days, with programs to be received on specially-installed sets in high schools. Instructions will be carried on WTTW at 12:30 and 1:15 p.m.

EDUCATION SHORTS

WKAR-TV E. Lansing, Mich., is making available for public booking sound color film described as first motion picture ever to show operations of a non-commercial, educational station. Titled *On the Air,* 16mm film was produced by WKAR-TV film department.

U. of Oklahoma, Norman, Okla., announces two new radio-tv scholarships covering total general fees donated by Okla. Broadcasters Assn. and KNOR Norman, Okla. Next year's recipients are Jerry Hargis, Okay, Ark., and Kay Ann Cochran, Kingfisher, Okla., both to be seniors.

WKCR-FM New York, last week concluded one-week trial broadcasting preliminary to projected operation during next academic year. Station requires FCC approval for license that will guarantee full-scale operations next fall by Columbia U. Radio Club, Monday through Friday, 7 p.m.-midnight, and Sunday, 8-11 p.m. WKRC-FM will operate on 89.9 mc with 10 w.

EDUCATION PEOPLE

Vice Adm. Harold M. Martin (USN Ret.), former chief of Naval Air Technical Training with headquarters at Millington, Tenn., to education station WKNO-TV Memphis, Tenn., as managing director. **William S. Orr,** engineer, WMCT (TV) Memphis, Tenn., to WKNO-TV as engineer in charge of maintenance and studio operation.

Pat Cranston, formerly head of Tele-Am radio-tv production firm, Fort Worth, Tex., and daughter of George Cranston, station manager, WBAP Fort Worth, appointed assistant professor in communication department, U. of Washington, Seattle.

Hartford N. Gunn, director of operations, WGBH-FM-TV Boston, educational stations, appointed assistant general manager.

Troy Crowder, Ferris Institute, Big Rapids, Mich., named publications editor for Educational Television & Radio Center, Ann Arbor, Mich.

Claire Distelhorst, radio-tv department staff, Indiana U., Bloomington, appointed women's director of university radio and television service, succeeding **Mrs. Negia Gilpin Hampton,** resigned.

MORE TV ASKED FOR WEST CANADA

Private organizations tell Royal Commission of willingness to launch commercial tv enterprises.

MORE TELEVISION stations for western Canadian cities were urged by various organizations at Winnipeg when the Royal Commission on Broadcasting opened its hearings there last week. Several organizations told the commission that there should be an independent regulatory body and some said that the Canadian Broadcasting Corp. should only produce programs, not operate stations.

The Red River Tv Assn., a group of Winnipeg businessmen, told the commissioners it was prepared to finance a second station in Winnipeg. The Winnipeg Chamber of Commerce, Manitoba Federation of Labor and the City of Winnipeg also pressed for a second tv station in Winnipeg. To which R. M. Fowler, commission chairman, commented that cities without a tv station should first be looked after before any city was given a second station.

"There's nothing special about living in Winnipeg, Vancouver or Toronto that should give them an extra choice while some areas don't have tv," Mr. Fowler said.

Labor and university groups in Winnipeg urged that CBC maintain its control over broadcasting in Canada. One university group called for nationalization of all radio and tv facilities and at the same time asked for the divorce of CBC regulatory and operating authorities. Artistic groups, including the Winnipeg Symphony Orchestra, asked for more use of Canadian talent on tv and radio programs.

Chairman Fowler, after hearing various suggestions from citizen and agricultural groups, said that some change in CBC financing should be made. One of the commission's jobs is to find a solution to the CBC's financial problems.

Labor groups are planning to lash out at independent stations, judging by advance information on the brief to be presented by the National Assn. of Broadcast Employes. They will show that while there are some unorganized stations which pay well and have good working conditions, the broadcasting industry generally, in their opinion, is notorious for insecurity of employment, substandard working conditions and low wages. The brief will suggest closer CBC supervision of independent stations.

Radio Production Managers Discuss Problems in Canada

RADIO production managers from 16 cities across Canada gathered in Hamilton, Ont., a fortnight ago to exchange ideas and discuss problems of radio programming in a production managers convention. Representatives were from stations affiliated with all Canada Radio Facilities Ltd.

Highlights of the session were workshops held in the radio theatre of CKOC on the third day, where the production managers put into effect ideas and suggestions of the previous two days.

Speakers included Joseph Connelly, vice president in charge of programming for WCAU Philadelphia, and Stuart Armour, economic adviser to the president of the Steel Co. of Canada, Ltd.

Canadian Tv Set Sales Down

TELEVISION set sales in Canada during the first three months of 1956 were down from the similar period in 1955, totaling 144,273 sets at $43,308,322 compared to 166,462 sets last year. Sales took a decided drop in March to 37,813 sets, as compared to 53,946 in February and 52,514 in January. Regionally, most sets were sold in the province of Ontario, 54,582, with 38,557 in Quebec province, 11,736 in British Columbia, 10,270 in Alberta, 9,480 in Manitoba, 7,807 in Nova Scotia, 4,912 in New Brunswick and Prince Edward Island, 4,556 in Saskatchewan and 2,373 in Newfoundland.

H. M. King Faisal II delivers his annual birthday message May 2 to the people of Iraq over the just-opened facilities of the Arab world's first television station in Baghdad, Iraq. Standing besides the King is Crown Prince Abdul Illah (l). Using British equipment, the tv outlet is staffed with Iraquis, under the supervision of A. Vance Halleck, former NBC color tv production manager. Mr. Halleck holds the position of educational tv advisor to the Iraq Ministry of Education, which was made possible under an International Cooperation Administration grant.

MEMO: TO TIMEBUYERS, ACCOUNT EXECS

RE: SOUTHERN COMFORT ONE HUNDRED PROOF

"Hardly anyone was on the lot last night when Jackson started the commercial about the pickup trucks. But within 15 minutes, they were driving in bumper-to-bumper and we sold the two he advertised, and another. That's what I call action!"

The speaker? Ralph Peck, leading used car dealer among the more than a dozen in the area. This is the alert businessman who doubled his sales force since advertising on WROV and now averages better than 125 cars a month!

Who's this cat, "Jackson"? He's the combination showman-salesman you'll find hibernating publicly 12 months a year on WROV, Roanoke's only full-time Music, News and Sports station. He's the Jack who tangled more than 20,000 local homes on incoming phones with a simple ticket giveaway. He's selling Philco applicances and Muntz television; Carlings Ale; furniture from Phelps Armistead, leading furniture house; and of course cars from Auto Exchange, leading used car lot. And the selling's done at *night*, too!

If you want to give your clients this kind of Southern Comfort in sales, with the promise distilled into 100% Proof of Performance, pour some of their budgets into WROV, where more local retailers advertise than on any other station!

Represented by
BURN-SMITH CO., INC.

1240 ON YOUR DIAL

Ad MAN'S BEST FRIEND

WROV

Burt Levine, Pres.

ROANOKE, VIRGINIA

Red Radio Stations Increase Propaganda Broadcasts 10%

RADIO MOSCOW and other communist radio stations stepped up their international radio propaganda broadcasts last year by 10% over their 1954 output, according to information gathered by the U. S. Information Agency. This figure is three times the 1948 programming from these sources.

The USIA said the communists broadcast 1,673 hours of propaganda per week in 1955, as compared with 1,522 hours per week in 1954, and 528 hours in 1948. Chief communist target last year was western Europe, which had 44% of the propaganda barrage aimed at it.

Programs designed to lure back escapees from behind the Iron Curtain were increased 60% over the 1954 figures. In its analysis of the communist programming, USIA indicated that broadcasts to Latin America had increased 55% last year over the prior year's total and that the North American output was boosted 11%—to 186 hours in 1955—entirely by Soviet satellites in both English and satellite languages.

OFFICERS, past officers and board members of the Inter-American Assn. of Broadcasters at a dinner meeting May 9 in New York. L to r: Seated, Julio Menadier, Chile, director general; Goar Mestre, Cuba, past president; Ricardo Vivado, Chile, president; Emilio Azcarraga, Mexico, past president; Dr. Ramon Bonachea, Cuba, past director general, and standing, board members Orlando Satelo, Costa Rica; Gilmore Nunn, United States; Dr. Luis de la Rosa, Mexico; Ramon Quinones, Puerto Rico, and Malcolm Neill, Canada.

Goldenson, Shupert Survey European Television Markets

EUROPEAN TV markets will be surveyed by AB-PT President Leonard H. Goldenson and George Shupert, president of ABC Film Syndication. In an announcement last week in New York, it was noted the two executives will visit with "leading television executives in England and on the continent."

Mr. Goldenson and Mr. Shupert sailed from New York on Wednesday, the day following an AB-PT stockholders meeting presided over by Mr. Goldenson. At the meeting, Mr. Goldenson reported that ABC Film Syndication "is presently surveying the foreign market." [Also see story, this issue.] He told the stockholders that "with television steadily expanding to many foreign countries and areas such as western Europe, South America, Japan and Australia, the market for American-made television films should increase substantially over the next several years and should offer additional revenues for the properties now handled by ABC Film Syndication, as well as the properties expected to be acquired in the future."

CBC Plans New Studios

TWO NEW television studios are being built by Canadian Broadcasting Corp. at Toronto and Montreal, and additions to CBC tv quarters at Winnipeg and Halifax are to be started soon.

The studios at Toronto and Montreal will be the largest of the numerous studios used by CBC in those two cities. At Toronto, a three-story building will be erected this summer with the main studio 88 x 68 x 40 ft., with space on the second floor for a telephone switchboard. At Montreal, a five-story building is being added to the present CBC building on Dorchester St. with a studio 94 x 70 x 30 ft. on the second floor. The third floor will be devoted to video, audio and lighting control rooms and announcing booths.

Canadian Agencies Merge

TWO CANADIAN advertising agencies, McConnell Eastman & Co. Ltd., and Stewart-Bowman-Macpherson Ltd., have merged under the name of McConnell Eastman & Co. Ltd., with headquarters at London, Ont. J. E. McConnell is president of the joint operation, with Ewart Macpherson and Walter M. Kerr as vice presidents. McConnell Eastman, founded in 1903 at London, Ont., has offices at London, Toronto, Montreal, Winnipeg, and Vancouver. Stewart-Bowman-Macpherson was founded at Vancouver in 1935 and has offices there, at Winnipeg, Calgary. Edmonton and Toronto. The merged company will have seven offices across Canada.

FC&B Opens Toronto Office

FOOTE, CONE & BELDING will open a Toronto, Ont., office in June, occupying space at 80 Richmond St. W., being vacated by Ruthrauff & Ryan. Harry Hutchins, Canadian vice president of the agency, will manage the office.

WE'RE CROWING AGAIN!

Over the wonderful things SESAC subscribers are saying about those great Rock 'n' Roll arrangements by—

The Eddie Safranski Orchestra . . .

"Our turntables are beginning to Rock 'N' Roll with SESAC transcriptions of Eddie Safranski's Orchestra!"

Paul Reidy
WFIG
Sumter, South Carolina

"Best Rock 'n' Roll this station has ever heard. Keep sending more like it. And you can quote me, too!"

Art Stokes
WJMC
Rice Lake, Wisc.

"One of our Rock 'n' Roll authorities here . . . thinks this is a terrific job!"

George Carroll
KSDB-FM
Manhattan, Kansas

sesac *475 FIFTH AVE. NEW YORK 17, N. Y.*

Celebrating Our 25th Anniversary

Producers of the Famous Sesac Transcribed Library

Guatemala City's First Tv Station Goes on Air May 15

GUATEMALA CITY saw its first television broadcast last week when commercial station TG-BOL went on the air May 15, inaugurating a four-hour nightly program for the estimated 5,000 receivers in the mile-high Latin American city and environs.

Station is managed by Mario Bolanos, radio station owner and RCA distributor. Others associated in the ownership of the outlet are J. C. Wilson Jr., Pan American Airways director in Guatemala; A. Frank Katzentine, owner of WKAT Miami Beach, Fla.; Paul A. Porter, former FCC chairman now in private law practice in Washington, and a group of Guatemalan citizens. The station is operated by the private group, under the control of the Guatemalan Ministry of Communications.

Survey Results Published By South German Radio

SOUTH GERMAN RADIO has published a survey conducted by Institut fuer Demoskopie, independent German market research organization, that contains the following results on commercial radio:

Commercial segments in SGR's generally non-commercial broadcasts reach a daily high of 20% of the total potential audience in the 1 p.m. slot. At 7:15 a.m., the percentage is 17%; 7:30 a.m., 15%; 1:30 p.m., 16%; 2 p.m., 11%.

Compared with the preceding year audiences of commercial segments neither grew nor declined.

Advertisers feel that larger audiences could be reached by sponsored programs, but there is very little chance that any of the radio organizations would switch to the latter practice or even devote larger segments out of the schedule to spots, it was reported.

ITA Audience Expanding

MORE than 92,500 homes are being added monthly to the number reached by England's commercial tv service, with the total put at 1,080,000 as of the end of April, according to Associated Television Ltd., which quotes field research findings of Television Audience Measurement Ltd. Figures are for the London and Midland areas and were made before the inauguration of the new Manchester transmitter, which went on the air as England's third commercial television station early this month.

11 Stations Join BBM

ELEVEN INDEPENDENT radio stations have joined the Bureau of Broadcast Measurement, Toronto, in the past month, bringing membership to 137 out of 160 independent stations in Canada. The first 1956 BBM coverage surveys were mailed to stations in eastern Canada late in April, and surveys of other parts of Canada will be completed soon. BBM will start its national time period audience survey of selected top markets for its member stations later this year.

INTERNATIONAL PEOPLE

George Skelton to sales staff of CJLH-TV Lethbridge, Alta.

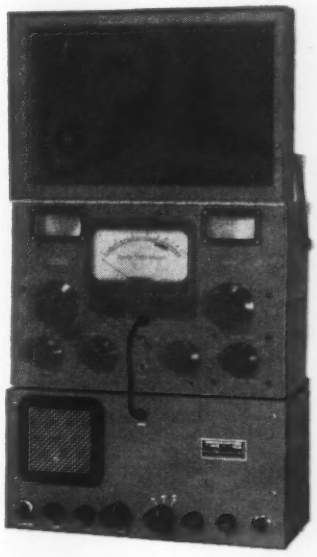
Neil McDonald to publicity director of CKCO-TV Kitchener, Ont.

NEMS-CLARKE'S

ACCESSORY UNIT

TYPE 121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**



The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

For further information write Dept. J-1

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

. . . located in the Classified section of *the* newsweekly for radio and television; delivers "help wanted" signal with 500 kw wallop; channels "situation wanted" spots to exactly right market of more than 77,000 B•T readers.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

WAAM TV Channel 13 BALTIMORE, MD.
TOP POWER 316,000 WATTS
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York Atlanta, Chicago and San Francisco

'56 SLOAN AWARDS PRESENTED IN N. Y.

NARTB's Harold Fellows presents plaques for traffic safety promotion to CBS Radio; WTTM Trenton, N. J.; KONO San Antonio, Tex.; KDPS Des Moines, Iowa; WTVJ (TV) Miami, and six commercial sponsors.

NETWORK, station and sponsor recipients of the Alfred P. Sloan public service radio-tv awards for traffic safety promotion were announced and presented plaques in New York last Tuesday.

NARTB President Harold E. Fellows presented the awards to winners in behalf of the Alfred P. Sloan Foundation, sponsor of the awards administered by the National Safety Council, at the eighth annual awards dinner in the Waldorf-Astoria Hotel.

Recipients were CBS Radio (national network sustaining category); WTTM Trenton, N. J. (1 kw or less sustaining); KONO San Antonio, Tex. (over 1 kw sustaining); KDPS Des Moines, Iowa (non-commercial, educational); WTVJ (TV) Miami, Fla. (tv station sustaining), and six commercial sponsors.

CBS Radio, KDPS, KONO and WTVJ (TV) were second-time winners in the eight-year history of the awards competition. Eligibility was based on the National Safety Council's 1955 Public Interest (non-competitive) awards, announced a fortnight ago [B•T, May 7].

Six winning advertisers were R. J. Reynolds Tobacco Co. (national tv commercial category); Standard Oil Co. of Indiana (regional radio network commercial category); Chevrolet Motor Div. of General Motors Corp. (national radio network commercial category); Sears, Roebuck & Co., Bakersfield, Calif. (under 1 kw radio station commercial category); Schafer's Bakeries, Detroit, Mich. (tv station commercial category), and Auto Specialties Mfg. Co., St. Joseph, Mich. (over 1 kw radio station commercial category). Chevrolet and Standard Oil won awards previously.

In presenting the awards, Mr. Fellows spoke of the broadcast media's efforts to promote traffic safety and thus help reduce the slaughter on the highways.

Mr. Fellows said tv can do "a fine job" in reaching particularly the 24-year-old and younger age groups "with a dramatic and appealing campaign on highway safety" and that radio "can do an even better job—because of its mobility and because of its acknowledged appeal to young people of this age." On behalf of the radio-tv industry, Mr. Fellows pledged renewed efforts "in concert with the good work of the other media of the nation to beat down the most tragic statistic in America today—a statistic of death and destruction that dishonors our national character."

WTMJ-AM-TV, WXIX (TV) Presented Council Awards

WTMJ-AM-TV and WXIX (TV) were principal winners of Milwaukee County Radio & Television Council awards for the best locally-produced programs the past year.

Out of 12 awards presented a fortnight ago, WTMJ captured three for radio programs and WTMJ-TV five for tv shows. WXIX was cited for three public service tv programs. The remaining television award was presented to WISN-TV.

The council comprises 79 organizations which work together for better local programming. A total of 872 individuals, representing 10,000 organizational members, voted for the best local radio and tv programs. Dr. Ella C. Clark, Marquette U., is chairman of the awards committee.

WTMJ-TV also won a special citation for *America Elects a President*, produced in cooperation with Wisconsin State College, Milwaukee.

Ten to the Shore

TEN EMPLOYES of WKNB-AM-TV New Britain, Conn., have been chosen by their fellow employes to receive free vacation accommodations for themselves and their families at a New Hampshire lake resort for one week. Balloting was based on good attendance, conscientious and dependable handling of duties, loyalty, interest in the welfare and progress of the station and cooperation with the station and fellow workers. This is the second year the plan has been in operation.

The winners were four engineers, two radio program department people, two from administration, one from tv programming and one from tv sales.

CBS' Smith Wins Award

HOWARD K. SMITH, chief European correspondent of CBS News, has been named to receive the 1956 Better Understanding Award by the English-Speaking Union, New York, for contributing to greater Anglo-American amity. Other broadcast winners included Mr. & Mrs. Clifton Utley, WMAQ and WTTW (TV) Chicago; Charles Herring, KING-TV Seattle; Bernard Buck, WNYC New York, and Mr. & Mrs. Phil Alampi, WRCA New York.

AWARD SHORTS

Don Kelly, disc jockey, WLOL Minneapolis-St. Paul, received special commendation from Minneapolis and Henenpin County chapter of Red Cross for "outstanding service in public information."

WBT-WBTV (TV) Charlotte, N. C., staffers received four awards from Charlotte Junior Woman's Club for achievement in "Community Betterment with Emphasis on Youth." Those cited: Alan Newcomb, WBTV; Bill Ward, WBT-WBTV; Jeanne Alexander and Jim Patterson, WBT.

Fran Allison, star of ABC-TV's *Kukla, Fran and Ollie,* cited by National Conference of Christians and Jews for helping "to further justice and understanding among all peoples."

Aaron Beckwith, vice president of MCA-TV Film Syndication Div., N. Y., honored by his alma mater, Syracuse U., for "distinguishing himself and the University with his outstanding contribution to the television industry."

Taylor Grant, newscaster, WRCV-TV Philadelphia, received plaque from local Veterans of Foreign Wars naming him "Outstanding Citizen of the Year."

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

William H. Sylk, president, WPEN Philadelphia, awarded United Community Campaign citation for station's contribution to fall drive.

KEX Portland, Ore., and Program Manager **Mel Bailey** cited by Oregon Educational Assn. in association's first award to commercial station for outstanding contributions to education.

KNXT (TV) Hollywood given certificate of appreciation for "outstanding public service" by State of California Franchise Tax Board.

WKRC-TV Cincinnati, Ohio, received certificate of appreciation from Cincinnati recruiting district of Second Army for "invaluable assistance to the District in setting a recruiting record."

WCTC New Brunswick, N. J., awarded certificate of appreciation by First Air Force, Mitchell Field, N. Y., for station's support of reserve program.

KRLD-TV Dallas-Fort Worth, Tex., and local **Council of Catholic Men** presented with 1956 National Catholic Action Award for *We Believe* series.

Jimmy Wakely, KNX Hollywood-Columbia Pacific Radio Network personality, received public service award from Hollywood Boy's Club.

Winners in annual Scholastic Teacher National Film and Filmstrip Awards included for first time two sponsored tv film programs carried originally on NBC-TV—"Macbeth" and "Richard II" (both on *Hallmark Hall of Fame*) and subsequently made available to schools in kinescope form. Winners were judged by usefulness in high-school English and social studies classrooms.

ABC received Department of Defense Reserve Award for "outstanding contribution" to reserve program.

WNYC New York, municipally owned and opcrated station, given award of merit in the 1956 Parade of American Music by National Federation of Music Clubs for station's 17th annual American Music Festival. WNYC's music director, **Herman Neumann,** honored by N. Y. State Federation of Music Clubs for "service to the cause of fine music."

General Electric Co.'s "The Story of Light," 10-minute Technicolor film soon to be available for tv, produced by Transfilm, given 1956 Scholastic Teacher Sponsored Film Award.

KWK-TV St. Louis, received plaque for participation and assistance in military "Toys for Tots" campaign from U. S. Marine Corps Reserve Units.

Sam Levenson, to become m.c. of CBS-TV *Two for the Money* in June, presented with 1956 achievement award of League for Emotionally Disturbed Children.

WGAN Portland, Me., received National Federation of Music Clubs award of merit for special program of American music.

Jerry and Jimma Strong, disc jockey team, WMAL Washington, presented with Washington Animal Rescue League's first annual award for efforts to help homeless dogs.

Bill Stout, newsman, KNXT (TV) Hollywood, received George Washington Carver Award of Merit from Carver Memorial Institute for efforts in behalf of human welfare and racial understanding.

Mary Merryfield, editor of *Radio Journal* program on WMAQ Chicago, given World Understanding Award for 1955 by Chicago Council on Foreign Relations.

WSTC Stamford, Conn., received Citation for Outstanding Service from Conn. Society for Crippled Children & Adults for help in 1956 Easter Seal campaign.

KSTV Stephenville, Tex., won district radio award of Bosque Soil Conservation District for support of soil conservation program.

Ted Mack, m.c. of *The Original Amateur Hour* on ABC-TV, received DeMolay Plaque from former President Harry S. Truman, honorary grand master of order. Award was for service to youth.

WDRC Hartford, Conn., and station account executive **Mike Boudreau** given merit award by Hartford Advertising Club for presentation and format of Shearson-Hammill market news show.

WDRC received Citation for Outstanding Service from Conn. Society for Crippled Children & Adults for Easter Seal campaign support.

KLZ-AM-TV Denver awarded plaque by Colo. Optometric Assn. for "outstanding service in the field of visual care . . . KLZ-TV has made television viewing easy on the eyes through their transmission of exceptionally clear pictures and excellent engineering practices."

Wells Fargo Bank, San Francisco, sponsor of *The Point of Law* on KCBS San Francisco, received first annual award of Bar Assn. of San Francisco for "outstanding contribution" to administration of justice.

Wayland Fullington, program director, WIRE Indianapolis, received award from Butler U. chapter of Alpha Epsilon Rho, honorary radio fraternity, for "programming of good taste and variety."

ABC cited for "outstanding service to the cause of inter-American cooperation" by Pan American Union, general secretariat of Organization of American States.

Scott Paper Co., Chester, Pa., sponsor of *Father Knows Best* on NBC-TV, received annual radio-tv award from American Mothers Committee in recognition of "wholesome family life depicted." Show is handled by Screen Gems Inc., N. Y.

"This time I won't be back, boss —he's a KRIZ Phoenix advertiser."

Jim Burke, KMBC-KFRM Special Events Director, has something extra special in his nightly feature "Showtime." Platters and patter—interspiced with celebrity interviews—create a New Sound that is drawing new listeners.

LISTEN the New Sound of

KMBC-KFRM

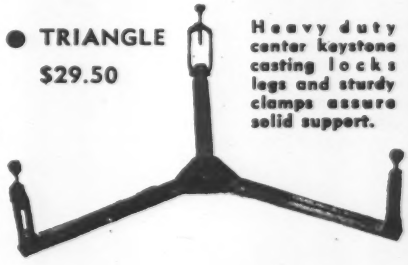
The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

RADIO WEEK GETS HEAVY PARTICIPATION

Industry groups kick off enthusiastic programs to mark first commemorative week in eight years. Top local and national government officials join in promotion.

PARTICIPATION in last week's National Radio Week was varied and widespread, following the kickoff by government and industry officials, including President Eisenhower [B•T, May 14]. Even New York's Times Square was temporarily changed to National Radio Square.

Co-sponsors of the first "week" strictly for radio in eight years were NARTB, Radio Advertising Bureau, Radio Electronics Tv Manufacturers Assn. and the National Appliance & Radio-Tv Dealers Assn.

Summary of Radio Week activities reported to B•T follows:

NBC distributed a 20-second animated film for use on tv stations promoting NRW. The film was given heavy play on NBC owned stations and was offered free to affiliates. In addition, NBC owned stations devoted 100% of radio availabilities and 35% of tv availabilities to NRW promotion during the entire week. NRW was featured on several network radio programs and *Today*, *Home* and *Tonight* on television.

WRCA New York selected "Miss New York Radio" to preside over the station's special features. She was given a radio for every room in her home and appeared on local and network programs. The NBC-owned outlet also toured various radio installations during the week and featured other phases of the industry. Al (Jazzbo) Collins oraginated his daily disc jockey show from the information booth of NBC Studios in Rockefeller Center. Programs on WRCA-TV also payed tribute to the important role of radio in the everyday American's life.

FCC Chairman George C. McConnaughey and NARTB President Harold E. Fellows made tape-recorded NRW statements for use on WRC Washington. A special "Pioneers in Radio" show was broadcast Wednesday night and many other WRC programs saluted NRW. WRC-TV honored the nation's radio stations with demonstrations of old and new radio equipment, shown on WRC-TV local programs. All WRC-AM-TV newspaper and trade paper advertising during the week called attention to the observance, as did the ads of many other stations.

The Board of Commissioners of the District of Columbia issued an official proclamation in honor of the week urging "citizens to take note of the achievements of radio broadcasting and to salute the men and women of this great industry." The proclamation was sent to Ben Strouse, general manager of WWDC Washington and president of the Maryland-D.C. Radio & Tv Broadcasters Assn.

Nine prominent Maryland citizens recorded one-minute spots for use by Baltimore radio stations, which cooperated in the promotion of NRW. Disc jockeys addressed the students of six Baltimore high schools on "Radio—As a Career, As a Vital Force in the Community," and station executives addressed various civic clubs during the week. The Enoch Pratt Library and downtown stores promoted NRW with window displays. Stations cooperating included WBAL, WBMD, WCAO, WCBM, WFBR, WITH, WSID, WTOW, and WWIN. WITH also conducted several tours of clubs and organizations through the station.

WILY Pittsburgh gave away a radio every hour for eight hours last Friday. All listeners had to do to become eligible for one of the General Electric table models was to send in their names.

Mayor's Proclamation

Representatives of Philadelphia radio stations called on Mayor Richardson Dilworth and were presented with an official proclamation, which was received by Benedict Gimbel Jr., president-general manager of WIP and chairman of the Radio Week committee of the Philadelphia Radio & Tv Broadcasters Assn. "I know of no group," the mayor said, "that has responded more readily or fully in the public interest than have Philadelphia's radio stations. The results of their efforts have proved beyond any doubt that radio is, as it always has been, an effective force in the life of the community."

Massachusetts Gov. Christian A. Herter presented a proclamation in honor of NRW to Harvey J. Struthers, WEEI Boston general manager and president of the Massachusetts Broadcasters Assn. The governor's proclamation was recorded and sent to the 54 member stations of MBA for broadcast last week.

WKNE Keene, N. H.'s participation included on-the-air promotions, special programs and interviews and a display in the window of a downtown record store. The display enabled pedestrians to hear WKNE and see the volume and word picture on an oscilloscope. The station received awards during NRW from the American Legion, YMCA and Red Cross.

Nashville Mayor Ben West designated Church St. in Nashville as "Radio Lane" in honor of NRW. Both Mayor West and Tennessee Gov. Frank Clements issued proclamations citing the contributions radio has made to the cultural, economic and technological development of society. Harvey L. Glascock, WKDA Nashville vice president-general manager, presented the mayor a radio and Jack DeWill, WSM Nashville president, presented the governor a transitorized portable set.

WROL Knoxville held a "King for a Week" contest in which listeners were urged to name their favorite WROL disc jockey. The author of the best 25-words-or-less letter received a portable radio-phonograph and the disc jockey named by the winner received a portable radio. Writers of the best letters advocating each of the stations' other three disc jockeys also received portables. WROL personalities voted on were Art Metzler, Bill Johnson, Carl Williams and Hal Durham.

In addition to the contest and a heavy on-the-air-promotion, two WROL secretaries paraded Knoxville's business district daily in special costumes, carrying portables and signs reminding shoppers of the immediacy of radio.

Fred Haseltine, WRNL Richmond, Va., disc jockey, marked NRW by comparing a 1922 Model 5 Radiola with a modern all-transistor portable. The two sets are similar in that they are both battery powered, he pointed out. The Radiola worked, *too*.

Tom Hicks, WDSU New Orleans vice president in charge of programming, received a special proclamation from Mayor deLessups S. Morrison in honor of NRW. The mayor also taped a special NRW message, which was made available to all New Orleans radio stations.

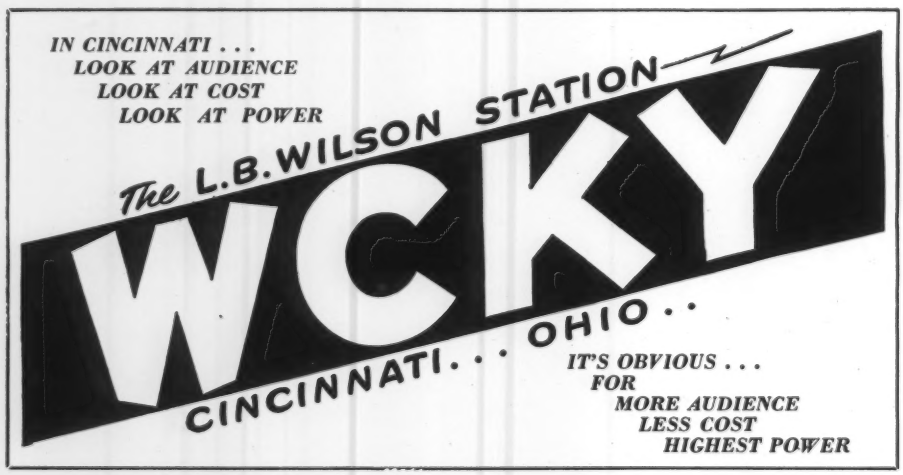
Betty Becker, WOWO Fort Wayne, Ind., "Radio Girl for 1956," toured the Westinghouse station's coverage area giving away portable sets during NRW. There was one catch to being awarded the portable: The home visited must have been listening to WOWO at the time Miss Becker knocked on the door. A teaser campaign was aired the week before NRW warning listeners that the "Radio Girl" was coming.

Emphasis was placed on the "essential need that radio fulfills in community activities through round-the-clock offerings of news, entertainment and information" during NRW by Detroit radio stations. Don DeGroot, WWJ assistant general manager, headed a committee which planned the event. Mayor Albert E. Cobo issued an NRW proclamation and changed Detroit's Washington Blvd. to "Radio Row." Several mobile units were located on the boulevard with broadcasts originating from them during the week. Stations cooperating included WJBK, WXYZ, WJR, WKMH, WJLB, WWJ and CKLW Windsor, Ont.

WWJ visited homes during the week as part of the station's participation and recorded interviews for later broadcasts. WWJ personalities Bob Maxwell, Faye Elizabeth, Jim DeLand, Fran Harris and Budd Lynch reminded listeners to "K-R-O . . . Keep the Radio On."

Radio's role as a "working medium" was demonstrated during NRW by members of the WSAI Cincinnati sales staff. Harold O. Parry, Howard Eicher, Gittee Bortz and Eric Bose donned coveralls and made calls on agencies and clients to demonstrate that "radio *covers-all* the market."

Gordon Ball, RCA representative, presented an RCA-Victor transistor portable radio to Wichita, Kan., Mayor H. D. Lester in cere-



monies proclaiming NRW to Wichita citizens. Mayor Lester praised local KANS and the radio industry for "their outstanding and continuing contributions to the welfare and entertainment of the American people."

A news story, telephoned from Russia directly to WKY Oklahoma City studios, highlighted that station's NRW celebration. The story was sent by Dick John, WKY newsman accompanying a group of Oklahoma farmers and cattlemen on a three-week tour of Russia, which was arranged by WKY Manager P. A. Sugg [B•T, Jan. 23].

The new Admiral sun-powered radio was demonstrated on WBAP-TV Ft. Worth's *Texas Living* to point up NRW. Al Medica, Admiral national representative, and Jack Crump, local distributor, showed how the radio receives its energy from the sun.

California Gov. Goodwin J. Knight taped a proclamation at KROY Sacramento announcing the state's support of NRW. Gov. Knight stated, "I am confident my fellow Californians will join me in expressing gratitude and appreciation for the positive and dynamic contributions which radio has made toward assisting all Americans toward the realization of fuller, happier and richer lives."

KGFJ Hollywood used recorded announcements made by civic and entertainment figures, saluating the station and broadcasting as a whole, in conjunction with NRW.

Oregon Gov. Elmo Smith asked citizens of his state to give tribute to the radio industry during NRW. In issuing a special proclamation, the govenor cited radio's contribution to the welfare and security of the state and nation as a vital mass communications medium. To commemorate the occasion, James A. Mount, president of the Oregon State Broadcasters Assn., presented Gov. Smith with a transistor portable set.

KGKO ROCKS SALES RECORDS

SPOT announcements aired by KGKO Dallas, Tex., are credited by Norge Div. of Borg-Warner Corp. with a significant role in the record sale of 156 Norge products within 40 hours in a local department store. The "Rock-Around-the-Clock" promotion was launched by Duke Doyle's store and based on Norge's "Sellathon" plan for moving merchandise during both daytime and evening hours. KGKO aired spot invitations to the "Sellathon" direct from the store during the evening hours, stimulating traffic for ranges, freezers, air-conditioners and refrigerators. The radio campaign for the "Rock-Around-the-Clock" sale was supplemented by full-page advertisements in Dallas newspapers.

CANADIAN WIVES RADIO FANS

A FOLDER titled *For the First Time—the Public Confessions of a Group of Traveling Salesmen and a Number of Grocers' Wives* has been distributed by the Broadcast Advertising Bureau, Toronto, Ont. It gives facts and figures about daily listening by a group of grocers' wives and traveling salesmen, based on a survey for BAB by Gruneau Research Ltd., Toronto. Statistics show that wives listen to radio far more than their grocer husbands believe and that most traveling salesmen listen to their car radios while on the road.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Hazleton, Pa.

Pick-a-Fan

WHEN THE LIST of faithful fans of radio personalities is compiled, somewhere near the top will be the name Carrie Mosley. She has attended the *Pick-a-Pocket Show* emceed by Jim Shelton, WIBC Indianapolis, Ind., five times a week for over eight years. Mrs. Mosley has become so closely associated with the programs after attending over 2,000 of them that she receives fan mail from other radio listeners.

PUREX RUNNING TV CONTEST

PUREX Corp. Ltd., sponsor of *Big Surprise* on NBC-TV (Saturday, 7:30-8 p.m. EDT), is running a grocery tie-in contest through Aug. 4 using posters and shelf markers to call attention to displays of all Purex products and the *Big Surprise* contest entry blanks. Mercury and Ford automobiles as well as 760 other prizes will be given to contest winners. Agencies are Weiss & Geller and Foote, Cone & Belding.

OVERTIME FOR MR. DOODY

NBC-TV has announced a new half-hour time period of the *Howdy Doody* show for Saturdays at 10-10:30 a.m. EDT, starting June 16 [B•T, April 23]. The program will remain in its current period (Mon.-Fri., 5:30-6 p.m. EDT) through June 1.

COLLINGWOOD DAILY SHOW SET

A NEW 10-minute, mid-day, across-the-board news program, *Charles Collingwood with the News*, will make its debut on CBS-TV May 28. The program, to be seen Mon.-Fri., 1-1:10 p.m. EDT, will "utilize CBS News' world-wide staff of correspondents and special CBS Newsfilm reports," the network said last week.

USIA READIES 5-LANGUAGE SHOW

REPORT FROM AMERICA, a monthly documentary dealing with all phases of American life, is being produced by the U. S. Information Agency, under the direction of NBC, for distribution to European and Latin American countries. The 30-minute programs are being filmed with English, French, Italian, Spanish and Portuguese sound tracks. The English version has already been aired on British Broadcasting Corp. facilities and foreign language versions are expected to be ready for distribution by the middle of next month.

Outlets in France, Italy, Brazil, Cuba, Mexico, and Argentina have indicated interest in the programs.

MOTHER-TO-MOTHER ON WKAP

WKAP Allentown, Pa., broadcast greetings on Mother's Day weekend from one mother to another in the form of taped messages by the governor's wife, the mayor's wife and wives of station personalities.

Make your space reservation now for the Telecasting Yearbook.

It guarantees you a prominent position in Television's One-Book Reference Library.

Proof Deadline June 15
Final Deadline July 1

Survey-Conscious?

February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.

CBS FOR THE QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

WCHL EXPLOITS RIVAL MEDIUM

COOPERATION among media plus cooperation among advertisers can result in increased revenues all around, WCHL Chapel Hill, N. C., has demonstrated. WCHF carries tv program listings each day at 5:55 p.m. with the feature sponsored seven days a week by a local set dealer using co-op funds from the manufacturer. The show sells tv service as well as sets to the point that the sponsor has hired a new man to handle increased service calls.

MORE EXOTIC MUSIC ON WNYC

THE latest move in WNYC New York's drive to expose New Yorkers to music from abroad was made last week when the municipally owned and operated am-fm station scheduled *Radio Italiana Symphony*, a series of concerts by the Turin (Italy) Symphony Orchestra of RTI (Radio Televisione Italiana). Other series planned for the summer months include transcribed programs from Sweden, Japan, Germany and Chile.

WPTR TURNS WOLF LOOSE

LITTLE RED RIDING HOOD, in opera hose, accompanied the Big Bad Wolf as he deplaned at the Albany, N. Y., airport. It was the climax of a long teaser campaign of promises that "The wolf is coming!" on WPTR to introduce its new disc jockey, Bob Wolfe. Mr. Wolfe, greeted by a band, Marine guard of honor, WPTR microphones and a crowd of the curious, kept on his mask for a few days while he made appearances before local clubs and on WPTR shows.

THROWAWAYS: $1 EACH

A PROMOTION STUNT in which Bob Sticht, of WTIX New Orleans, tossed one dollar bills from a three-story downtown building in that city landed the disc jockey in jail—but he didn't stay long. Approximately 1,000 fans came to his rescue, offering contributions of from one to five dollars to go his bail.

Mr. Sticht last week told B•T the "throw-away" was a WTIX-financed "publicity stunt to promote me." He said he climbed atop the building and at first tossed the bills over a ledge while keeping himself hidden from view, later came into view and shouted to passersby below: "Take this old money, we don't want it."

He started tossing the bills at about 5 p.m. and continued for about 45 minutes (to the extent of approximately $200) as the audience below grew in size.

Traffic policemen, trying to keep the afternoon rush crowd moving, had their hands full. They finally called a squad car and took the disc jockey to the police station, where he was booked for disturbing the peace.

WTIX kept reports of the incident on the air and listeners were urged to go to police headquarters and bail out Mr. Sticht. The nearly 1,000 persons that showed up were given I.O.U.'s (later redeemable for cash at the radio station) for their contributions.

WTVJ (TV) OPENS AUTO MOVIE

TWO remote trucks from WTVJ (TV) Miami offering moviegoers a chance to "see yourself on tv" were the top attractions at the opening of the North Dade Drive-In theatre there. The station promoted the opening with on-the-air spots for two weeks and presented an hour program, featuring its top personalities, at the opening-night ceremonies. The promotion attracted a first-night audience of 750 automobiles. WTVJ and the new movie are under the same ownership.

KIDS' SPECTACULAR FOR NBC-TV

EITHER a 90-minute or two-hour musical version of "Jack and the Beanstalk" by writer Helen Deutsch and composer Jerry Livingston is set for this fall as a *Producer's Showcase* spectacular, NBC has announced. The exact date, full cast and producer-director are to be named at a future date.

NEW GODFREY SHOW TODAY

A NEW celebrity interview show, *This Is Kathy Godfrey*, was to premiere on CBS Radio today (Monday) at 11:30-11:45 a.m. EDT, replacing *Make Up Your Mind*, a panel show starring George Skinner. Miss Godfrey drops her Saturday afternoon *Kathy Godfrey Show*, also on CBS Radio, effective this week.

WITH FINDS TEENAGE FANS

WITH Baltimore took its latest listeners survey into local high schools, where it found that tomorrow's listeners also seem to be tuned to the medium today. Of 1,000 students, 86% listen to the radio mornings, 79% in the afternoon and 57% in the evening. Nearly all students, 97%, live in multiple-radio homes and 93% have their own personal radios.

ROAD WEATHER ON WMGM

AS a service to summer motorists, WMGM New York, in cooperation with the Automobile Club of New York, this week will begin broadcasting up-to-the-minute traffic reports and road conditions during weekends and special holidays. The club will use its plane, two-way radio system and traffic-charting equipment to gather and send lastest information to WMGM, which will broadcast it as soon as possible.

FATHER RIGNEY ON WBKB (TV)

WBKB (TV) Chicago has signed the Very Rev. Harold W. Rigney, missionary survivor of Red China prisons, for an exclusive 13-week series designed to further his "Freedom Crusade" to free communist prisoners, it was announced Tuesday by Sterling C. Quinlan, ABC vice president of the station. Father Rigney will start the series of telecasts June 7 in the slot (Thurs., 7-7:30 p.m. CDT) vacated for the summer by ABC-TV's *Life Is Worth Living* with Bishop Fulton J. Sheen.

Father Rigney's program will be made available for local commercial sponsorship along the lines of Bishop Sheen's arrangement with Admiral Corp., according to Mr. Quinlan. Choice of advertiser will be subject to Father Rigney's consent, with the priest receiving 25% of any revenue realized by the station. Kinescopes will be made available to interested networks and stations.

KDAL-AM-TV TEACHER'S TEACHER

KDAL-AM-TV Duluth, Minn., joined 65 local firms on Business-Education Day last month in the Duluth Chamber of Commerce project to acquaint 900 school and university instructors with business and its relationship to education. The stations played host to 30 teachers during the day, conducting tours, talks and discussions. It was KDAL's fourth year of participation in B-E Day.

WSGN ENLISTING U.S.M.C. UNIT

WSGN Birmingham, Ala., is in the midst of one of its biggest public service efforts to date: a six-week campaign to enlist 24 men in a WSGN-Marine Reserve Platoon. As of the first of the month the station has been saturating the air with information about the reserve corps and the summer camp program. As each man enlists, the news is aired and he is given a souvenir recording with a box of gifts. When the two-dozen leave for training, WSGN will go with them for complete coverage of life in reserve camp.

VANS PROMOTE SHOW SWITCH

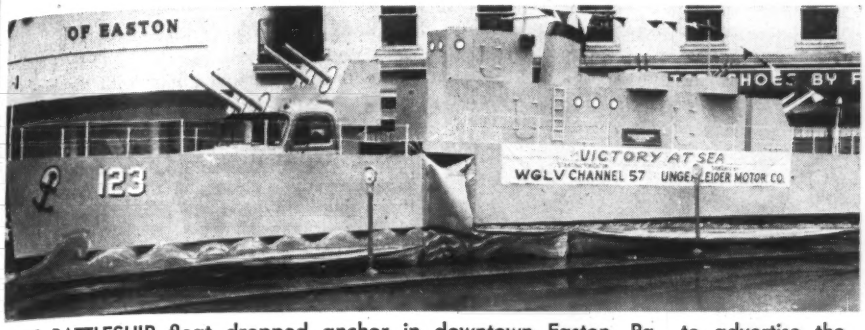
WHEN Eleanor Hempel's *Little Schoolhouse* switched from KTTV (TV) Los Angeles to KABC-TV there, KABC-TV promoted the event in the most logical way. It swathed a fleet of Lyon Van & Storage Co. trucks in ten-foot banners reading: "We're Moving *Little Schoolhouse* to Channel 7." Smalley, Levitt & Smith agency handled the truck promotion with KABC-TV.

Sales-men Extraordinary in Western New York

WGR-TV BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

FREE SAMPLE.
An issue of the monthly Clipper is yours to use without cost. You can create sparkling layouts for printed matter with scissors and paste pot. No obligation. Address . . .
MULTI-AD SERVICES, INC.
Box 806-0 Peoria, Illinois



THIS BATTLESHIP float dropped anchor in downtown Easton, Pa., to advertise the opening of the *Victory at Sea* series on WGVL-TV Easton. The Navy Recruiting Branch cooperated in the program launching.

SEARCH SUCCEEDS ON WCAU-TV

ONE of the largest promotions ever put behind a syndicated film property deluged WCAU-TV Philadelphia with 17,782 votes in its "Search for Susie the Secretary" contest. The nine-week promotion coincided with the station's March 5 launching of *Susie*, Television Programs of America series starring Ann Sothern, as a Monday-Friday early evening feature. It included newspaper ads, plugs on all local live originations and 75% of air promotion spots; tie-ups with Gimbel's store, Remington Rand and American Airlines for promotion and prizes, "localized" tapes by Miss Sothern for air promotion and appearances by local leaders serving as judges. Charlotte Goodman, a Philadelphia secretary, got a week's visit to Hollywood, a wardrobe, and luggage as grand prize winner.

PHENOMENON SEEN ON CBS-TV

CBS-TV claimed last week that the largest number of persons ever to view a no-hit, no-run game saw this feat over the network's *Baseball Game of the Week* May 12. CBS-TV estimated that 15 million viewers were tuned in to the weekly baseball presentation, asserting that "never before in the history of the diamond sport have as many people witnessed a no-hit, no-run game . . ." Dodger pitcher Carl Erskine pitched the masterpiece against the New York Giants.

WATV (TV) HAT OFF TO N. J. FIRM

IN a salute to the 150th anniversary of the Colgate-Palmolive Co., WATV (TV) Newark last Wednesday presented a special one-hour, amateur talent show, *Partners in Progress* (9:30-10:30 p.m. EDT). The program was arranged to honor Colgate-Palmolive, a leading New Jersey industrial company with plants in Jersey City.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WETB RECORDS ROBBERY TRY

AN UNUSUAL set of circumstances last fortnight enabled WETB Johnson City, Tenn., to broadcast a tape recording of an attempted holdup a day ahead of the papers and then get publicity in the Sunday paper on a scheduled rebroadcast of the dramatic report. After being tipped on a possible robbery, a WETB newsman joined the police arresting party. His tape recorder, concealed under the bushes, with whispered narration and nature's own nighttime sound effects, caught all the drama of the tense wait, climaxed by gunfire and a racing motor as the bandit tried to escape. The tape was edited to a 20-minute broadcast in time to air Saturday morning, a day before the newspaper account appeared.

CREWS PROMOTE WTVJ (TV)

EVER VIGILANT to act on any promotion opportunity available, WTVJ (TV) Miami, Fla., has worked out a simple way to add viewers to its local news shows and at the same time to get mention in civic meetings. Whenever a station cameraman films a meeting, he hands a printed card to the speaker or chairman stating, "The news event just filmed by WTVJ's news cameraman is tentatively scheduled to be shown on . . ." and following are names of the station's shows with boxes for the cameraman to check whichever applies.

PERSEVERANCE PAYS

RON BAILIE, KOVO Provo, Utah, disc jockey, sat down at the microphone one Monday morning and didn't leave until 2:56 a.m. the next Friday morning when a doctor persuaded him to quit while he was five hours ahead of the record held by Steve Sorenson of KSPO Spokane, Wash.

The marathon, broadcast from the window of an appliance store, brought a record number of buyers in for the store's marthon sale and inspired not only area-wide interest but calls from the entire West and Canada. A "Horn Honker's Club" developed when the disc jockey asked auto listeners to signal by honking twice. Response—some of it in the form of complaints—was such that the club has been sold as part of Mr. Bailie's regular program.

Co-sponsors of the marathon included a clothing store, which outfitted Mr. Bailie, a cafe to feed him, a movie theatre, plumber, drug store, jewelers, auto dealer, photographer and others, all actively participating in the promotion.

NO FOOLIN'

KXOB, Stockton,
has changed its name
to
K JOY
DIAL 1280
"The SMILE on your DIAL"
REPRESENTATIVES:
San Francisco - Los Angeles
McGAVREN QUINN CO.
Elsewhere
JOHN E. PEARSON CO.

BMI
MILESTONES
for June
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the June package commemorates a special event of national importance:
"LIBERTY—SO DEARLY BOUGHT"
NATHAN HALE
BORN: June 6, 1755
"FATHER OF THE STARS AND STRIPES"
(Francis Hopkinson)
FLAG DAY—June 14, 1956
"FATHERS' DAY"
June 17, 1956
"FASHION THRU THE AGES"
(Cavalcade of Style)
June 24, 1956
"TWO WEEK VACATION WITH PAY"
(An American Institution)
June 30, 1956
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

EQUAL TIME FOR SCHOLARS

WFOB-AM-FM's 'I. Q. LEAGUE' Honors Top Students

DESPITE the fact that WFOB-AM-FM Fostoria, Ohio, carries an exceptionally heavy schedule of area high school basketball and football games, it has not lost sight of the fact that "schools, after all, are for education."

The station currently is completing its first year of a weekly program, *I. Q. League*, designed to give recognition to students for their classroom achievements, which all too often have gone unnoticed and unmentioned.

Working with school officials, WFOB Manager Mel Murray developed an "I. Q. Team" at each of 17 high schools in Wood County, with each team being composed of a senior, junior, sophomore and freshman.

Three quiz games, lasting 30 minutes each, are played each Saturday on the program, which has all the basic elements of a spelling bee—plus a few new wrinkles.

Above: The Haskins, Ohio, high school team mulls over an answer on I. Q. League.

The first question is directed at the senior member of a team. If he answers it correctly, he receives three points for his team and three points for his individual total. If he cannot answer the question, then he may confer with his teammates. Should the correct answer be forthcoming from the conference, the team receives one point and the individual to whom the question was originally directed gets one point. However, if the question is not answered correctly, it is passed on to another team. Succeeding questions go to junior, sophomore and freshman members of teams, and each participant individually is asked three questions during a game. Ten seconds is the maximum time allowed to determine an answer.

Weekly cash awards of five dollars are presented top scorers, and at the end of the school year, a scholarship at Bowling Green State University, Bowling Green, Ohio, will go to the high school senior with the biggest number of points.

In addition, the two top teams for this year — Troy-Luckey and Pemberville high schools — will receive trophies, furnished jointly by the station and the sponsors, at their "scholastic banquets" during the month of May.

Sponsors of the program are from the small towns where the schools are located, according to the WFOB manager.

"These are the banks, the grain elevators, the drug stores that form the commercial enterprise of these small communities," he explained. "When these institutions were asked to participate, they were requested to give us no 'hard-sell' commercials but merely to state that they have helped sponsor the program and express their pride in bringing this service to their areas."

The various sponsors of the program have been so impressed with the public response to *I. Q. League,* that all of them have indicated they'll resume sponsorship next season.

The program has been a comparatively inexpensive one to produce, Mr. Murray, who serves as quizmaster, pointed out. The greatest single expense is for questions prepared by an out-of-county school teacher from textbooks and scholastic tests made up by the State of Ohio.

MR. MURRAY

"I would like to hasten to suggest," he added, "that anyone wishing to use the *I. Q. League* idea should seek my permission, as I would like to keep some type of uniformity of programming and scoring, should stations ever desire to expand the program to statewide competition. If we all have the same type of rules, it should be easier to broadcast intersectional competition."

RAB DETAILS COFFEE RESULTS

THE role radio advertising played in boosting Chock Full O' Nuts coffee from an unknown brand to a position of leadership in the New York market within nine months is detailed in a four-page folder released last week by RAB.

Titled "Radio Turns 3 Strikes Into a Hit," the folder describes the copy approach used for Chock Full O' Nuts in an attempt to counteract three marketing disadvantages—high cost of the coffee, its odd name, and its newness in the field. Robert Kirchbaum, radio-tv copy director for Grey Advertising, New York, agency for the company, is quoted as saying that the budget for Chock was "infinitesimal," compared to budgets for other major brands and "we diverted what originally was intended for television into radio with the idea that we could make a big splash in one medium, rather than little pinpricks in two or three."

Southwest Daytime Regional

$150,000.00

Major market profitable independent can be purchased with 30% down, balance over 4 years. Valuable real estate. 1956 transmitter. Combination operation.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

STATIONS HELP CULL BEAUTIES

AS MISS America preliminaries get under way in states and localities, air media are covering, and in some cases initiating the events. In California, broadcasting history will be made June 24 when for the first time the Miss California Contest will be televised. Pageant officials have granted exclusive live tv coverage rights to KNTV (TV) San Jose, Calif. Montana, under the leadership of KXLF-TV Butte, has already selected its entrant. Miss Marjorie Edmundson defeated her competitors before the KXLF-TV cameras, in the station-sponsored finals for the state beauty title.

Station Authorizations, Applications
(As Compiled by B•T)

May 10 Through May 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SBA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 16

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,843	2,843	236	393	105
Fm	532	533	45	25	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 16

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	336	95	451[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	628[3]
Noncom. Educational	20	19	39[3]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	987	337	774	550	1,325[5]
Noncom. Educ.	61		34	27	61[4]
Total	1,047	337	808	577	1,383[5]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Helena, Mont.—Peoples Forum of the Air, vhf ch. 10 (192-198 mc); ERP .410 kw vis., .205 kw aur.; ant. height above average terrain minus 152 ft., above ground 183 ft. Estimated construction cost $22,450, first year operating cost $7,200. Post office address 1306 11th Ave., Helena. Trans. location Helena. Geographic coordinates 46° 35′ 24″ N. Lat., 112° 00′ 59″ W. Long. Trans. Alder, ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Robert Silliman & Assoc., Washington. Peoples Forum of the Air is licensee of **KXLJ Helena** and is 17.17% owner of **KXLF-TV Butte, Mont.** Principal stockholder is Z Net Inc. (98%), management and financing company, owner of **KXLL Missoula, Mont., KXLF Butte, KXLK Great Falls, Mont.,** and **KXLQ Bozeman, Mont.** Station will operate as satellite to KXLF-TV. Filed May 14.

Missoula, Mont.—Western Montana Assoc., uhf ch. 21 (512-518 mc); ERP .538 kw vis., .269 kw aur.; ant. height above average terrain minus 634 ft., above ground 208 ft. Estimated construction cost $15,870, first year operating cost $7,200. Post office address P. O. Box 1503, Missoula. Trans. location Missoula. Geographic coordinates 46° 52′ 36″ N. Lat., 114° 00′ 47″ W. Long. Trans. Alder, ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Western Montana Assoc. is licensee of **KXLL Missoula** and 8.88% owner of **KXLF-TV Butte.** Principal owner is Z Net Inc. (98.8%), management and financing company, owner of **KXLL Missoula, KXLF Butte, KXLK Great Falls, Mont.,** and **KXLQ Bozeman, Mont.** Station will operate as satellite to KXLF-TV. Filed May 14.

APPLICATION AMENDED

Bowling Green, Ky.—Sarkes Tarzian Inc.'s application for new tv amended to make ant. changes. Amended May 11.

Existing Tv Stations . . .

ACTIONS BY FCC

KBID-TV Fresno, Calif.—Granted mod. of cp to change trans. and studio location; change ERP from 186 kw vis., 97.7 kw aur., to 11.48 kw vis., 6.16 kw aur., and make changes in DA. Granted May 10.

KFXJ-TV Montrose, Colo.—Granted mod. of cp to change ERP from .204 kw vis., .102 kw aur., to .616 kw vis., .308 kw aur.; change type ant., and make other equipment changes. Granted May 10.

WBUF-TV Buffalo, N. Y.—Granted mod. of cp to change ERP from 398 kw vis., 200 kw aur., to 724 kw vis., 362 kw aur.; correct geographical coordinates, and install DA. Granted May 10.

WITI-TV Whitefish Bay, Wis.—Granted temporary authority to operate on commercial basis for period ending Aug. 29. Granted May 4.

APPLICATIONS

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv) to change ERP to 240 kw vis., 120 kw aur.; change trans. location to Fremont Peak, 10 miles northeast of Salinas; change type ant., and make other equipment changes. Filed May 11.

WXYZ-TV Detroit, Mich.—Seeks cp to install new ant. system and make minor equipment changes. Filed May 16.

KXLF-TV Butte, Mont.—Seeks cp to make changes in facilities of existing tv: change ERP to 65.14 kw vis., 32.57 kw aur., change trans. location to Mountain Peak, 3.23 miles east of Butte; change type ant., and make other equipment changes. Filed May 15.

KICA-TV Clovis, N. M.—Seeks mod. of cp (which authorized new tv) to change ERP to 30.34 kw vis., 16.37 kw aur.; change trans. and studio location to 10th & Sycamore Streets, Clovis, and make minor ant. and equipment changes. Filed May 11.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp (which authorized replacement of expired cp) to change ERP to 316 kw vis., 190 kw aur., and make other equipment changes.

WCYB-TV Bristol, Va.—Seeks mod. of cp (which authorized new tv) to change ERP to 70.8 kw vis., 42.5 kw aur.; change trans. location to Rye Patch Knob, Cherokee National Forest, 11 miles south-southeast of Bristol; change type ant., and make other equipment changes. Filed May 16.

APPLICATION AMENDED

WHBF-TV Rock Island, Ill.—Amended to correct coordinates; change aur. ERP to 70 kw; change type ant., and make other equipment changes. Amended May 14.

New Am Stations . . .

APPLICATIONS

Ormond Beach, Fla.—C. H. Packham, 1380 kc, 1 kw D. Post office address 314 Garden Lane, N. W., Atlanta 9. Estimated construction cost $17,800, first year operating cost $36,000, revenue $40,000. Mr. Packham is regional manager of Lamson Corp. (conveyors). Filed May 16.

Winter Garden, Fla.—E. D. Covington Jr., 1330 kc, 500 w D. Post office address 2422 Coventry St., Lakeland, Fla. Estimated construction cost $9,889.34, first year operating cost $24,000, revenue $30,000. Mr. Covington is vice pres.-33.3% stockholder of **WONN Lakeland.** Filed May 16.

Laurel, Miss.—Ole Miss. Radio, 1280 kc, 1 kw D. Post office address 339 Ellisville Blvd., Laurel. Estimated construction cost $14,215, first year operating cost $36,000, revenue $40,000. Sole owner **Robert M. Keith Jr.** is partner-50% owner of **WBKH Hattiesburg, Miss.** Filed May 14.

Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc, 5 kw D. Post office address 3303 F Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000. Mr. Gallemore holds construction-contractor interests. Filed May 16.

Martin, Tenn.—Jones T. Sudbury, 1410 kc, 1 kw D. Post office address 215 N. 10th St., Blytheville, Tenn. Estimated construction cost $20,400, first year operating cost $40,000, revenue $45,000. Mr. Sudbury is local commercial manager of **KLCN Blytheville.** Filed May 16.

Bellevue, Wash.—Bellevue Broadcasters, 1330 kc, 1 kw D. Post office address P. O. Box 838, Bellevue. Estimated construction cost $23,364, first year operating cost $55,000, revenue $65,000. Principals include partners **R. Kemper Freeman** (83.34%), business interests, and **Mrs. Florence G. Hayes** (16.66%), nurse. Filed May 15.

APPLICATIONS AMENDED

Ridgecrest, Calif.—Indian Wells Radio's application seeking cp for new am to be operated on 1220 kc, 1 kw D, amended to change frequency to 1360 kc; change ant.-trans. location, and increase ant. height. Amended May 14.

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 500 w D, amended to increase power to 1 kw and install DA-D. Amended May 16.

Homestead, Fla.—J. M. Pace's application seeking cp for new am to be operated on 1430 kc, 500 w D, amended to make changes in ant. system (increase in height). Amended May 16.

Plant City, Fla.—Denver T. Brannen's application seeking cp for new am to be operated on 1570 kc, 250 w D, amended to change frequency to 910 kc; change power to 1 kw; change trans. and studio location to corner of McKenzie Ave. and 15th St., Panama City, Fla., and change station location to Panama City. Amended May 15.

Existing Am Stations . . .

ACTIONS BY FCC

WIPC Lake Wales, Fla.—Granted permission to sign off at 7 p.m. for months of May, June, and July. Granted May 8.

WLRP New Albany, Ind.—Granted permission to sign off at 7 p.m., CDT, through Sept., except for special events when station may operate up to licensed sign-off time. Granted May 10.

KCIL Houma, La.—Application seeking cp to change frequency from 1490 kc to 1480 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-2, and change ant.-trans. and studio location dismissed at request of attorney. Action May 11.

WKLZ Kalamazoo, Mich.—Granted permission to sign off at 6 p.m. during months of May through Sept. Granted May 10.

KAWL York, Neb.—Granted permission to sign off at 7 p.m. weekdays and 6 p.m. Sundays for period ending Aug. 31. Granted May 8.

KMIN Grants, N. M.—Granted mod. of cp to change ant.-trans. and studio locations, make changes in ant. system, and make changes in ground system. Granted May 8.

WGR Buffalo, N. Y.—Granted authority to transmit baseball games played in Offerman Baseball Stadium, Buffalo, to **CFCF** and **CKAC Montreal, Canada.** Granted May 11.

WCHO Washington Court House, Ohio—Granted permission to sign off at 7 p.m. for period ending August, except for special events when operation may continue to licensed sign-off time. Granted May 8.

WHLP Centerville, Tenn.—Application seeking transfer of control of licensee corporation to **William J. Carrigan** and **Sara West Carrigan** returned at request of attorney. Action May 15.

WKTF Warrenton, Va.—Granted mod. of cp to change ant.-trans. and studio location. Granted May 8.

WNIX Springfield, Vt.—Granted permission to sign off at 6 p.m., EDST, for period May 1 through Oct. 28. Granted May 8.

APPLICATIONS

KGMS Sacramento, Calif.—Seeks mod. of cp (which authorized change in hours of operation, change to DA-2 and change studio location) to change studio location. Filed May 11.

WDSR Lake City, Fla.—Seeks cp to change ant.-trans. and studio location; make changes in ant. (increase height), and make changes in ground system. Filed May 11.

WORZ Orlando, Fla.—Seeks cp to change from employing DA-2 to DA-N. Filed May 16.

WBOP Pensacola, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Filed May 11.

WCRV Washington, N. J.—Seeks cp to increase power from 250 w to 500 w. Filed May 16.

WVET Rochester, N. Y.—Seeks authority to transmit programs from Red Wing Stadium, Rochester, to **CKAC Montreal, Canada.** Filed May 11.

WFNC Fayetteville, N. C.—Seeks cp to make changes in DA-D pattern. Filed May 16.

KBOM Mandan, N. D.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 15.

WCHA Chambersburg, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 15.

KUTI Yakima, Wash.—Seeks cp to change frequency from 900 kc to 980 kc. Filed May 16.

APPLICATIONS AMENDED

WDOS Oneonta, N. Y.—Application seeking cp to change frequency from 1400 kc to 730 kc; increase power from 250 w to 500 w; change hours of operation from unl. to D; change ant.-trans. location, and erect new ant. (increase in height), amended to change site 32 miles north-northeast of present site (no change in description). Amended May 11.

WHOT Campbell, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install DA-D, amended to make changes in DA system.

Call Letters Assigned

KDQN DeQueen, Ark.—Radio DeQueen, 1390 kc, 500 w D.

KOWL Bijou, Calif.—Robert Burdette, 1490 kc, 250 w unl.

WBBN Perry, Ga.—Gateway Bcstg. Co., 980 kc, 500 w D.

WSRW Hillsboro, Ohio—Highland Bcstg. Co., 1590 kc, 500 w D.

KOLY Mobridge, S. D.—Mobridge Bcstg. Corp., 1300 kc, 1 kw D.

KHEM Big Spring, Tex.—Homer McKinley, 1270 kc, 1 kw D.

New Fm Stations . . .

APPLICATION

Chicago, Ill—de Hann Hi-Fi Inc., 95.5 mc, 10 kw unl. Post office address 1655 W. 79th St., Chicago. Estimated construction cost $15,000, first year operating cost $27,600, revenue $36,000. Principals include Pres. **James de Hann** (80%), hi-fidelity equipment and records dealer, Vice Pres. **Abel J. de Hann** (4%), attorney, and Secy. **Dorothy de Hann** (16%), housewife. Filed May 11.

Existing Fm Stations . . .

ACTIONS BY FCC

KRIM (FM) Portageville, Mo.—Cp cancelled, pending application for license dismissed. Call letters deleted. Action May 15.

WALD-FM Walterboro, S. C.—Granted request to cancel license of fm station. Granted May 7.

Ownership Changes . . .

ACTION BY FCC

KCMC-AM-FM-TV Texarkana, Tex.—Granted transfer of negative control to **Camden News Pub. Co.** for $39,429. Granted May 11.

APPLICATIONS

KBTM-TV Jonesboro, Ark.—Seeks transfer of control to Central-South Sales Company for $6,500. Principals are Pres. **John T. Griffin** (45%), pres.-56.5% stockholder of Tulsa Bcstg. Co., pres.-57.66% stockholder of **KOMA Oklahoma City,** chm. of board of Oklahoma Television Corp. **(KWTV [TV] Oklahoma City),** which is 50% owned by KOMA Inc.; Vice Pres **James C. Leake** (45%), vice pres.-3.6% stockholder of Tulsa Bcstg. Co., vice pres.-2% stockholder of KOMA, vice pres. of Oklahoma Television Corp.; and Secy.-Treas. **Bryan Mathes** (10%), secy.-treas.-minority stockholder of Tulsa Bcstg. Co., KOMA and Oklahoma Television Corp. Filed May 15.

KVIP (TV) Redding, Calif.—Seeks assignment of permittee partnership to Shasta Telecasting Corp. Corporate change.

WKKO Coca, Fla.—Seeks assignment of license **James H. Sawyer** for $81,000. Mr. Sawyer is 40% owner of **WABR, WEAL-TV Orlando, Fla.** Filed May 16.

WHIE Griffin Ga.—Seeks assignment of license to Gateway Broadcasters Inc. for $90,000, including liabilities of $10,235.83. Principal is 100% owner **John A. Boling,** owner of **WHBO Tampa, Fla.** Filed May 16.

KGNO Dodge City, Kan.—Seeks transfer of control to **Juliet Denious,** co-executor of estate of **J. C. Denious,** deceased. Filed May 15.

WKIC Hazard, Ky.—Seeks assignment of license to Mountain Bcstg. Service for $57,761.86. Principals are Pres. **Fred B. Bullard** (40.98%), 33.3% stockholder of **WKIC;** Vice Pres. **Mrs. Ruby D. Cisco** (40.98%); and Treas. **Robert S. Mansfield** (16.40%), assistant manager and sales director of WKIC. Filed May 16.

KDUZ Hutchinson, Minn.—Seeks assignment of license to North American Bcstg. Co. Corporate change. Filed May 11.

KNIM Maryville, Mo.—Seeks assignment of license to KNIM Inc. for $47,500. Principals are Pres. **Leslie P. Ware** (96%), pres.-principal stockholder of **KLPW Union, Mo.,** partner of **KGHM Brookfield, Mo.;** Vice Pres. **C. Willard Max** (2%), vice pres.-minority stockholder of KLPW, and Secy.-Treas. **Ruth A. Ware** (2%), secy.-treas.-minority stockholder of KLPW. Filed May 11.

KORK Las Vegas; KOLO Reno, Nev.—Seek transfer of control to Donrey Operating & Trading Co. Corporate change. Filed May 14.

KAKJ (TV) Reno, Nev.—Seeks assignment of cp to Tower Telecasting Co. for $10,000 and further consideration of 50 shares of common voting stock in Tower. Principals are Pres. **Edward J. Jansen** (51%), pres.-minority stockholder of **KRAM Las Vegas;** Vice Pres. **K. Jack Rudd** (10%), public accountant; **Truman B. Hinkle** (10%), secy.-treas.-18% stockholder of KRAM and Boulder City Bcstg. Co. (9%), licensee of KRAM. Filed May 16.

KAKC Tulsa, Okla.—Seeks transfer of control to **Lester Kamin** for $115,000 in cash and assumption of liabilities. Mr. Kamin is owner of Kamin Adv. Agency, Houston, Tex., pres.-20.5% stockholder of Southland Bcstg. Co., licensee of **WMRY New Orleans** and **KCIJ Shreveport, La.,** pres.-33.3% stockholder of CKG Television Co., permittee of **WCKQ (TV) New Orleans,** and is stockholder in Southland Television Co., applicant for ch. 12 at Shreveport. Filed May 11.

KQV Pittsburgh, Pa.—Seeks transfer of control to **Earl F. Reed** and **Irwin D. Wolf Jr.,** voting trustees. Filed May 15.

WHBT Harriman, Tenn.—Seeks assignment of license to Folkways Bcstg. Co. for $80,000. Principals are Pres. **William R. McDaniel** (40%), director of public relations and news director of **WSM-AM-TV Nashville, Tenn.;** Vice Pres. **Ernest Tubb** (40%), self-employed entertainer working out of WSM, and **Hank Snow** (20%), self-employed entertainer working out of WSM. Filed May 14.

KSWA Graham, Tex.—Seeks assignment of license to **Clay E. Thompson Jr.** and **Harland V. Newsom** d/b as Southwestair. Change is to partnership status with Mr. Thompson holding 88.88% and Mr. Newsom 11.12%. Filed May 11.

KCBD Lubbock, Tex.—Seeks assignment of license to Bryant Radio & Television Inc. for $110,000. Bryant Radio & Television is owner of **KCBD-TV Lubbock.** Principal owners are **Caprock Bcstg. Co.** (65%), licensee of KCBD, and **J. D. Leftwich** (20%), business interests. Filed May 14.

KWNW Wenatchee, Wash.—Seeks assignment to Wenatchee Broadcasters. Assignment is to provide **E. M. Stires,** employee of station, with opportunity to obtain 20% interest for $15,000. This is financial interest only, not a voice in management. Filed May 16.

APPLICATIONS RESUBMITTED

WCER Charlotte, Mich.—Resubmits application seeking assignment of cp to Eaton County Bcstg. Co. Resubmitted May 11.

WSEV Sevierville, Tenn.—Resubmits application seeking transfer of negative control to James McAfee, Resubmitted May 14.

Hearing Cases . . .

INITIAL DECISIONS

Palatka, Fla.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Raymac Inc., for new am station to operate on 800 kc, 1 kw, D, in Palatka, subject to condition that this action is not deemed to be approval of transfers or assignments contemplated by option agreement of March 17. Action May 14.

South Bend, Ind.—Hearing Examiner Basil P. Cooper issued initial decision looking toward denial of application of Northern Indiana Broadcasters Inc. for new am to operate on 1240 kc, 250 w unl., in South Bend. Action May 16.

Milton, Pa.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward reinstating and affirming Commission's Oct. 5 grant to Williamsport Radio Bcstg. Associates Inc. for new am station (WARC) to operate on 1380 kc, 1 kw, D, in Milton, and denying protests of **WLYC Williamsport** and **WMLP Milton.** Action May 14.

OTHER ACTIONS

Laurel, Miss.; Flint, Mich.—FCC changed date from June 4 to June 5 for oral argument on proceedings are **WPWR Laurel, Miss.,** and **WJR Detroit,** for mod. of cp of station **WJRT (TV) Flint.** Action May 10.

Salt Lake City, Utah—FCC granted protest and petition for reconsideration filed by **KLUB Salt Lake City** to extent of designating for hearing application of Dale R. Curtis for new am station (KWIC) to operate on 1470 kc, 1 kw D, in Salt Lake City, and consolidated same with hearing already ordered on Curtis application on protest by **KVOG Ogden;** amended issues set forth in May 3 Memorandum Opinion and Order; dismissed as moot KLUB's request for postponement of effective date of March 7 grant to Curtis and ordered oral argument before Commission en banc, to be held at time and place to be designated in subsequent order, protestant present argument to support his request that following issue be included in evidentiary hearing in this proceeding: To determine whether frequency other than 1470 kc is available for allocation for

(Continued on page 124)

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RADIO

Help Wanted

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Wonderful opportunity for sales-minded manager in beautiful Carolina city on a top-rated independent. Submit resume and photo to Box 549G, B•T.

Expanding organization with proved system for small market stations will soon have opening for commercial manager young enough to keep sidewalks hot. No hot-shots, no booze hounds. Want civic-minded family man eager to settle. Guarantee base, attractive commission arrangement. Take note: Especially interested in men from Arkansas, Louisiana, Texas, Mississippi area. Personal interview necessary. Box 552G, B•T.

Assistant manager—program director—top Hooper race station—deep south metropolitan—under 32—promotion minded—must know office, copy, traffic, some bookkeeping. Man you're replacing moved up. Good beginning salary—regular raises. Send complete resume, photo, first letter. Box 558G, B•T.

Outstanding future and real financial opportunity for capable proven sales manager who loves to sell. We are second to none in Boston with everything to offer the right man. Box 565G, B•T.

Experienced salesman, needed in Pennsylvania metropolitan market. Our man is now at peak in small market and ready for bigger and better things. Opportunity to qualify for Sales Manager of expanding group operation. Excellent deal to right man. Send full particulars first letter to WRTA, 1421 12th Avenue, Altoona, Pa.

NEGRO

Announcers — Disc Jockeys

AVAILABLE

MEN WOMEN

Rhythm & Blues — Spiritual & Gospel

★Trained in ALL Phases of Radio★

★Complete Station Facilities★

Tapes & Photos on Request

Write or Wire

DISK JOCKEY TRAINING CENTER

301 Commonwealth Building

Houston, Texas

SPECALIZING IN NEGRO PERSONNEL

RADIO

Help Wanted—(Cont'd)

Salesmen

Excellent spot financially and otherwise for proven salesman with sales manager ambitions (or sales manager) for Kansas City best independent. Box 546G, B•T.

Salesman for top-rated station in one of the first thirty markets. If you are in a smaller market with limited income but a good record let us hear from you. If you are in a major market with a top record but no future, write today. We back everything we offer with the case histories of every salesman selling today in our multiple station operation. A tremendous opportunity awaits the right man, all because of an expanding organization with ever increasing billing. Write Box 589G, B•T.

Are you a salesman-announcer who wants a chance at fulltime sales or a salesman restricted by poor program and rate policies or excessive competition? Like to join an on-the-ball station with no local radio competition and only one daily paper. Large city in western Pennsylvania. Jewel of an opportunity for somebody who can recognize a good thing when he sees it. Start on the money road. Send complete resume, including sales record and present earnings, photo. All replies strictly confidential. Box 594G, B•T.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Rodio Butte, Montana.

Top-notch kilowtt southern city over 100,000 offers $6,000 year guarantee. Right man can earn $10,000. Successful radio sales record "must". Recent photo, references, full details first letter. WMSC, Columbia, S. C.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Solid selling personality DJ for major Ohio market. If you're plenty sharp, we'll pay. This is the first station in audience in the area. One of America's outstanding independents. Prefer man with voice gimmicks and sharp sense of production. If you're the right one, a tremendous promotional organization is behind you. Send tape, photo, background with first reply. Box 548G, B•T.

Personality, bright disc jockey for top indie in major market. Salary open. Box 550G, B•T.

Far west kilowatt seeking good voice, hard-working announcer. Opening also affiliated tv. Send tape, resume, references. Box 555G, B•T.

Midwestern daytimer needs experienced staff announcer who can do a good job on a "programmed" heavily commercial schedule. Normal staff, program director and three fulltime men. Average, or slightly above average pay with opportunity to thoroughly learn good local radio from long-time radiomen. We do not need DJ or personality types, but must have good basic announcer with at least a year's experience. Send full resume with references. Tape will be requested for serious consideration. Box 570G, B•T.

WFAR, Farrell, Pa. 1000 watts. Salary open. Rush tape, resume. Box 580G, B•T.

Need steady combination announcer-disc jockey in combo operation. Sports with chance for some play-by-play helpful. Excellent working conditions, above average earnings, with good chance to advance. Send details and tape to KGFW, Kearney, Nebraska.

Wanted: Announcer-salesmen, experienced. Base salary plus liberal commission. Excellent future, insurance program, 5000 watt station. Reply references. Photo, complete information, Merle H. Tucker, Radio Station KGAK, Gallup, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

KIUP, Durango, Colorado is trying to locate an announcer or sports announcer. David E. Hill might be working in Texas or Tennessee, however, would appreciate hearing from any station that might employed him. All answers confidential. KIUP, P.O. Box 641, Durango, Colorado.

Announcer wanted. Some sales experience preferred. Contact KLAD, Box 230, Klamath Falls, Oregon.

Network fulltimer needs announcer-copywriter with play-by-play experience. Six day week. Prefer a Texan. Vacation plan. KNET, Palestine, Texas.

Announcer-first phone combo man, very little engineering. Late shift request show. Must be good because show is sold out and we want to keep it that way. Free hand to good novelty man. Should be able to handle classics and news for same reason. Send tape. salary needs and resume to Fred Epstein, KSTT, Davenport, Iowa.

Announcer with experience in news-reporting, news-writing, and copywriting. Immediate opening! Solid station in small market—northeastern California! We prefer personal interview. KSUE, Susanville, California.

Announcer with phone to be chief. $100. Rush tape and letter to Manager, KXGI, Fort Madison, Iowa.

Responsible staff announcer. One year minimum experience. Send tape and full letter to Manager KXGI, Ft. Madison, Iowa.

Wanted Experienced announcer to fill first vacancy on staff in 2½ years. Must have ability to put commercial across and handle own controls. Applicant must contribute to station's leadership through responsible air work. We are proud of job we are doing for area and want man who will continue and improve our position. Operation based on top facilities and cooperative, competent staff. Applicants to submit fifteen minute tape, recent photograph, detailed letter, be available for personal interview. Contact Vern Williams, General Manager, WCLO, Janesville, Wisconsin.

Announcer with control board experience. Knowledge of hillbilly music. Paid vacations and six holidays. Contact Manager. WCOJ, Coatesville, Pa.

Wanted: Two experienced announcers. One must know hillbilly music. Good salary and pleasant working conditions. Phone, write or wire. Nathan Frank WHNC, Henderson, N. C.

Announcer with limited experience willing to learn. Must like small town independent operation. Opening August 1st. Send tape and background to WIFM, Elkin, N. C.

Need immediately: Chief engineer-announcer. Ideal working conditions—40 hour week—paid vacation—experience not necessary—starting salary $70.00 per week. Call or write Manager, WLMJ, Jackson, Ohio.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Technical

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

First class engineer with some experience to locate in Biddeford, Maine, five miles from Old Orchard Beach. Send complete resume and salary requirements with application to Chief Engineer. Box 577G, B•T.

Chief engineer for well established thousand watt net affiliate in western Pennsylvania. Possible opportunity for tv also. Station has tv license. Send complete job history, photo and salary requirements. Box 593G, B•T.

Chief engineer—announcer, 250, small southeastern market. Salary commensurate ability. Box 598G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Technical

KWAT, Watertown, S. D., needs first class license combo man. Send specific to Ross E. Case.

Need immediately, 1st class engineer. WPRY, Perry, Florida.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Top independent station in large northeastern metropolitan area, needs on the air newsman. Good salarly. Age, experience and tape at once. To start immediately. Box 474G, B•T.

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Radio help wanted—programming, production, other fulltime newsman to prepare and air local newscasts for Yankee-Mutual 250w in New England. Box 556G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

Newsman—1st class phone license—for Wichita's No. 1 Hooperated station, news bureau. Only ambitious, experienced, dependable, mature individuals will be considered. Include personal history and tape in application. Jim Setters, News Director, Radio Station KWBB, P. O. Box 468, Wichita, Kansas.

News director: Station maintains top local news coverage. Experience in gathering and writing a necessity. Salary depends on experience and capability. Solid citizens only—no drifters. Send complete information, samples of work and tape to: Program Director, WLEC, Sandusky, Ohio.

Situations Wanted

Managerial

Proven sales and studio management, no high pressure. Versatile, energetic, civic minded. Ten years engineer, announcer, program 35, family. Seek general management position. Worked Rockies, desire return Rockies or southwest. Consider others. Box 539G, B•T.

Broadcast executive. Capable, mature. 13 years radio-tv experience, continuity through sales and management. Family man, 37. Prefer west. Will consider lease. All inquiries answered promptly. Now located San Francisco. Box 547G, B•T.

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

Manager—chief engineer. Presently employed as chief engineer, desires advancement and more responsibility with reasonable remuneration. 26 years experience all phases broadcast industry. Not a chair warmer but a hustler. Excellent character and technical references. Box 563G, B•T.

Top salesman ready to move-up. Desires commercial manager's job with progressive metropolitan station. 10 years successful selling. Experienced all phases radio sales. 34 years. Married, one child. Box 592G, B•T.

Manager, 10 years radio, all phases including eight management. Outstanding sales, promotion, news. Versatile. Excellent references. Presently employed. Prefer midwest or west. Family man, 38. Box 600G, B•T.

Manager/sales manager: Solid result producer. Figures to prove it; P & L's to prove it; owner's personal statements to prove it. $18,000 salary in 1955. Present sales results make lead pipe cinch $20-25,000 salary in 1956. Five years former owner took his profit and sold station, retiring. He'll testify. Present owner will confirm $100,000 ninety day sales increase if negotiations warrent. Documented proof of experienced quality managerial-sales record in exchange for square encompassing security association. Civic, community minded family man. Stability and permanency holds priority over big earnings. Negotiations confidential. Box 602G, B•T.

Salesmen

Salesman, announcer, copywriter. Five years experience. Successful sales record. Excellent voice. Top references. Available immediately. Box 581G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-copywriter, 34, seven years experience. Tape, resume, continuity specimens. Box 470G, B•T.

Top commercial DJ, classicial, popular music. Mature, reliable, college degree, vet. Want to locate eastern seaboard area. 1st phone. Box 481G, B•T.

Experienced employed announcer-DJ. Must relocate in east. Good references. Box 492G, B•T.

Announcer. 12 months experienced. Strong on music, news, commercials. Control board operation. Box 530G, B•T.

First phone combo. Have handled chief engineer's job but prefer emphasis on announcing or PD. Prefer station programming to adult audience. No hillbilly, rock and roll, or religious stations please. Easy relaxed DP and authoritative news. $100 minimum. Box 532G, B•T.

Hillbilly—western disc jockey. Know records, farm programs, news, experienced, live, western show announcer, musician. 3rd ticket. Box 544G, B•T.

Calling California. Available June. Three years experience. Married. First phone. Box 551G, B•T

Announcer. Six years experience. Now program director small market Family. Non-drinker Southwest. Box 559G, B•T.

Attention major markets: Smooth casual night DJ. Know music, artists. Excellent on news. 11 years experience. Box 564G, B•T.

Big frog, little pond. Want larger pond. Unique voices, presentation. Box 567G, B•T.

Experienced announcer, currently employed, looking for immediate change, excellent reasons. Prefer evening shift. Box 571G, B•T.

Experienced announcer, voice not network, but I can give you the top teen-age personality show in your market. Box 572G, B•T.

First class phone. Only interest, announcing. If pay is right, will go anywhere. Indie and network experience. Currently in market of over one million. Box 574G, B•T.

Hi! Looking for half a comedy DJ team? Or a breezy, low-pressure morning or late night man? Versatile, experienced, employed. Box 576G, B•T.

Experienced announcer, versatile deejay. Smooth commercial delivery. Now available, tape. Box 579G, B•T.

DJ personality, staff, some experience. Strong in news, sports, board, musician. Excellent references. Go anywhere. Box 582G, B•T.

Staff announcer, strong news, smooth DJ, light but good experience. Much potential. Vet. Tape, travel. Box 583G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 584G, B•T.

Announcer, salesman, experienced. SRT graduate. Excellent commercial contacts. Formerly manufacturer's sales manager. Single 33. Box 585G, B•T.

Announcer, exceptional versatility. Personality DJ, play-by-play all sports. 5 years experience. $100 minimum starting salary. Box 587G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro announcer, DJ, limited experience. Rythm-blues, pop, special events. Will travel. Box 588G, B•T.

Available—announcer, experienced. Left industry due to health. Feeling great and will only be satisfied back in radio or television. Experienced—all phases of broadcasting. Box 591G, B•T.

Announcer. Young, married, wants to relocate Atlantic Coast or midwest. Broadcasting school graduate. Box 597G, B•T.

1 year radio-television experience L. A. area. College grad. Employed. Good on news, music, commercials. Top references. Available immediately. Relocate Bob Carroll, 1310 W. 81st Place, Los Angeles, California.

Announcer, newscaster, deejay. Commercial experience; AFRS. College. Radio School. References. Draft exempt. 24, family. Negro. Voice has no dialect. Ed Love, 2505 Morton, Parsons, Kansas. Phone 2066-R.

PD, news, announce, traffic, publicity . . . 5 years all-around radio experience . . . want position L. A., California, radio, tv. Will be in L. A. early June. Tape, references. Write: Dave MacNeill, WCRB Boston 54, Mass.

Experienced announcer-deejay studing for first phone, seeks progressive station. Married, reliable, Vet. Now employed 5kw. Lou Swanson, 305 Pargoud Drive, Monroe, Louisiana.

Call the Naitonal Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C., for trained announcers, continuity writers, sportscasters, newsmen, disc jockeys. (DEcatur 2-5580).

Technical

Engineer—250 watts to 50,000 wattts experienced, desire relocate responsible position. Box 543G, B•T.

Tape recording's my business. Field, studio, production editing, also announce. Box 569G, B•T.

Above average announcer and chief engineer. Copywriter. Now employed four station market. Sound good on air and can keep your equipment in top shape. Your man if you have smooth running operation without turnover. Desire change for advancement. $100. 40 hours. Veteran. Sober. Single. Twenty-four. Box 590G, B•T.

Chief engineer available June 1st. Personality DJ. No straight announcing. Service accounts and sell. Years of seasoned technical and administrative experience. Interested only in 1st rate southern station of good reputation. Finest technical and character references. Box 601G, B•T.

Programming-Production, Others

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and non-returnable tape available. Box 433G, B•T.

(Continued on next page)

Can YOU use an extra $150 a month?

Here's the secret

Announcers-$75 a week; Engineers-$75 a week

BUT

1st phone COMBO men—$110 a week

Look at it this way: You can make more money if you replace two men. What's more, it's a good deal for the station also because ONE employee at $110 a week is better than TWO at $75 a week each. The result—*we have many more jobs than we can fill* coming in every day from stations all over the country. Think about it—can you afford to do without that extra $150 a month? Can you afford NOT to get an FCC license?

New residents classes begin June 11 and June 19. Correspondence courses begin at any time.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

1st Phone in 12 weeks
Over 90% of our fulltime resident students get a 1st class FCC license in 12 weeks or less. Correspondence students finish at their own pace.

Write today for details

GRANTHAM SCHOOL OF ELECTRONICS Desk 2-G

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Production man, specializing elaborately tapes spots. Currently PD, 5kw network. Box 568G, B•T.

Radio farm director-news director or combination. Am now assistant farm director at leading midwest station. 20 years radio experience. Strong on country music shows, MC work, and general announcing. Excellent recommendations. $6,500 annual minimum. Don Hopkins, 1114 South 1st Avenue, Sioux Falls, South Dakota.

TELEVISION

Help Wanted

Announcers

Far west, 200,000 sets, top voice, experienced, hard worker. Send tape, experience, references. Box 555G, B•T.

Southeast vhf needs good staff announcer and news editor. Send full resume, photo and tape. Box 575G, B•T.

Staff announcer-copywriter wanted by leading Michigan tv station. Immediate opening. Good working conditions, insurance hospitalization other employee benefiits. Personal interview absolutely necessary. Phone Charles Lynch, Kalamazoo, Michigan, 5-2101 for appointment. Experienced men only.

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Television maintenance engineer, experienced DuMont equipment. Major southwestern station. Apply Box 484G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Women's director to handle women's shows. Vhf, middlewest. Good salary to right person. Send resume tape. Must have photo or snapshot. Box 445G, B•T.

Experienced continuity writer for large eastern network affiliate. Foward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Experienced tv photographer to handle news and commercial work. Should be experienced with 16mm processing. Major southwestern vhf. Reply Box 595G, B•T.

Experienced cameraman for program department of large eastern network affiliate. State salary requirements along with resume. Box 604G, B•T.

Situations Wanted

Managerial

Sales manager—highly successful record two stations, presently employed, family man, stand rigid investigation. Interested in progressive vhf. Box 537G, B•T.

Sales manager-assistant General Manager—3 years tv sales manager. 6 years radio sales and management. Strong on national, regional, and local sales. 34 years old. Excellent references. Presently employed. Box 596G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

News-sports announcer—7 years experience radio-television; college graduate; presently employed. Family man will locate permanently for right offer. Ed Murphy, 2326 Okalina Avenue, Winston-Salem, N. C.

Technical

Plan relocating, prefer Rocky Mountain or SW area. Presently chief of vhf. Experienced radio and tv construction. Desire construction with permanent future. Box 533G, B•T.

Transmitter position wanted by am chief. Recently complete tv engineering course. Southeast or southwest prefered. Box 534G, B•T.

Studio supervisor, TD, first phone, thoroughly experienced in all phases of operation and maintenance. Presently employed, 29, married, willing to locate anywhere. Permanent position only. References and resume on request. Box 540G, B•T.

First phone, second telegraph, ship radar, ham. DeVry graduate wants start in radio or television. Edward Johnson, 2880 Iowa, Royal Oak, Michigan.

Programming-Production, Others

Man at the crossroad. What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years tv; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or tv organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man. Box 417G, B•T.

Tv-director—excellent background all types of shows—including some network, 5 years in the business—all areas considered. Box 541G, B•T.

Producer-director-photographer available immediately, experienced, references, age 28, married. Box 542G, B•T.

Experienced in creating, writing, producing, directing commercials on small tv station. College graduate, married. Box 560G, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7146

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

Fulltime station in leading southern city. Annual volume close to $150,000. Price $150,000 with easy terms to responsible party. Box 603G, B•T.

Top 100 market radio station; low frequency, above average power; priced below costs at $300,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

National Park area. Less than one hour from an internationally famous tourist mecca, main entrance. Single station market. One of the most beautiful districts in the entire southwest. Diversified economy. Requires $25,000 cash down. State your finances and affiliations. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern fulltime affiliate grossing $135,000, asking $150,000. One-third down. See John Hanly.

Two southeastern 1kw daytimers; grossing about $45,000. Asking $45,000, with $20,000 down. See John Hanly.

Southwestern station on ten year lease currently netting $20,000 to $25,000. Could do much more immediately. Requires six months advance at $1,800 per month. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Equipment

Slightly used DuMont dual image orthican camera chain with all accessories including sync generator. Also have latest Raytheon slightly used microwave system. This will make ideal setup for remotes. Big bargain! Box 573G, B•T.

One WE 506-B2, 10kw fm transmitter. Also 1 WE cloverleaf antenna. 500 feet 3 1/82 transmission line. 485' self supporting tower with all lighting equipment. Excellent for tv, fm. Equipment in good condition and operating. Best offer. Box 578G, B•T.

One—type 86-A-1 (M 1-11216-B,-C) RCA limiting amplifier—used—in good condition. F. T. Wilson, Manager, Radio Station KGNB, New Braunfels, Texas.

General Electric TT6D high channel tv transmitter—visual power 5kw. Aural power 2.5kw. Good condition. Available immediately. Contact Chief Engineer, WOR, New York.

Presto 6N turntable and disc cutter with 500ohm cutting head and Fairchild 500ohm playback. New condition. $450 or best offer. Fidelity Sound Co., Box 2023, Macon, Georgia.

WANTED TO BUY

Stations

Qualified party interested in purchasing 250 to 1000 watt day or fulltime operation. East or middlewest. Population of 50,000 or better. Replies kept confidential. Box 452G, B•T.

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Stations wanted. Private sales. Ralph Erwin, Broker of Theatres, Radio and Television properties, 1443 South Trenton, Tulsa.

Equipment

Used fm modulation and frequency monitor. State condition, make and price. Box 468G, B•T.

Used 1kw am transmitter. Must be in top condition and suitable to remote. State best price. Box 566G, B•T.

Needed: 2-200' guyed radio towers, 2-sets phasing equipment, 1250' of 1⅝" trans. line and ground wire. Please send full particulars and price in first letter. KWWL, Waterloo, Iowa.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

RADIO

Help Wanted

Managerial

RADIO AND TELEVISION SUPERVISOR

Challenging position with Chicago education-research organization open for Radio and Television Supervisor to plan and produce broadcasts from commercial and educational stations.

Bachelor's degree required plus two years experience in writing or producing in programs for radio or television.

Excellent employee benefits and opportunity for personal and professional growth. Please send resume and salary requirements to

Box 557G, B•T

Announcers

DISC JOCKEY

Are you a disc jockey who can pull top ratings on a progressive station? Write sending tape, resume and letter immediately to C. L. Minkle, KWTX, Waco, Texas.

Programming-Production, Others

ATTENTION

PROMOTION MANAGERS

There are several immediate openings for experienced promotion managers. Two jobs are in California; three more are open in the middlewest. Send full particulars, picture or snapshot (these will not be returned) and expected starting salary. Your application will be held in strictest confidence.

Box 531G, B•T

RADIO

Situations Wanted

Managerial

ATTENTION OWNERS

Highly successful and experienced Manager with eleven years in medium and small markets is seeking managerial opportunities. I'm presently General Manager of a kilowatt independent AM-FM operation, in a city of 20,000, grossing $125,000 despite the fact that the government has rated the area as a "depression area".

I began as an announcer, worked up through P.D., Asst. Mgr., and Sales, and for the past five years I have been managing. I'm no floater since all eleven years have been with just three stations. Have held present position for three years and am on best of terms with ownership.

Present income is $10,000. Age 31, family man, with best references from all employers for ability, integrity and character.

Box 396G, B•T

FOR HIRE

Two radio and TV Sales Executives, presently employed by one of nation's best known stations in top 20 markets. Both men are tops in sales and earnings in market, with total of 35 years' experience in radio and TV sales under one management. Desire for change due to absentee ownership of station which retards decisions on policy. These two men can manage or sell radio or TV. Interested in connection in Florida or Gulf Coast—other locations considered. Will sacrifice present excellent income to work in station where management is aggressive, alert, and anxious to increase sales.

These men have aided in programming and rate planning, establishment of station policy, and desire same opportunity in new connection. These men must be well paid consistent with results produced. Can give present employees as reference. Both men are family men, well known and liked in their community, and can be great asset to any station. If you need two aggressive, honest, sincere men, write full particulars to

Box 599G, B•T

Situations Wanted

Announcers

MORNING MAN LOOKING FOR BETTER JOB FOR BETTER PAY

Top show with a twist, plus mid-morning women's show that sells (adaptable to TV). Looking for challenge in competitive market. 10 years radio—3 years tv experience, including production, directing & film. Top references, background plus business ability. Write for details to

Box 536, B•T

DISC JOCKEY

I AM ONE OF THE NATION'S TOP FIFTY DISC JOCKEYS AND TOP RATED INDIE PROGRAM DIRECTOR. AM LOOKING. HARD WORKER. BETTER THAN BEST REFERENCES. ALL OFFERS CONSIDERED.

BOX 561G, B•T

TELEVISION

Help Wanted

Stations

TV SALESMAN WANTED

Top-Flight salesman wanted for Northern Ohio's leading TV station. Excellent opportunity for aggressive man. High earning potential. Send complete resume to

Box 562G, B•T

Programming-Production, Others

TELEVISION STATION PROMOTION MANAGER

Needed at once: Top-Flight, indefatigable Sales Promotion-Publicity Director for network-owned midwestern television station. The man we want has boundless energy and creativity, and a broad background in promotion, publicity, merchandising and audience research. The job offers a good salary plus a running start in a big, promotion-minded organization. Send complete information on yourself to

Box 519G, B•T

FOR SALE

Equipment

COMPLETE
Custom-Built
RCA Master Control:

Full Facilities. We've been broadcasting with it up until 3 weeks ago!

Contact McCafferty, WMCA-New York and make us an offer.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

STATIONS WANTED

Florida, Georgia, Alabama, Tennessee, Illinois, Missouri.

Will discuss with princpals or Brokers

V. L. Bessler
VERN KING ENTERPRISES
Box 908
Melbourne, Fla.

Equipment

WANTED TO BUY EQUIPMENT

Used, low-hours, 10kw FM transmitter, must be in good condition; antenna with 6 to 8 gain tuned to approx. 100mc; 300′ of 3⅛″ transmission line; automatic dehydration unit; G.E. monitor. Give details. Write

Box 538G, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 118)

am with power of not less than 500 w D, at Salt Lake City, and if so, why such facilities should not be specified instead of 1470 kc. Action May 11.

Quincy, Wash.—FCC, upon consideration of so much of petition for rehearing filed by R. E. Darwood, et al., as requests stay of effective date of order directing them to cease and desist their tv "booster" operation in Quincy, postponed effective date to date not more than 30 days after issuance by Court of Appeals of final decision disposing of appeal in case of C. J. Community Services, Inc., v. FCC. Action May 10.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #2 — **April 5, 1956**

540 kc

CMJJ Camaguey, Camaguey—(Assign. of call letters), 0.25 kw ND unl. Class II.

1480 kc

CMHX Fomento, Las Villas—(Change in location), 0.5 kw ND unl. Class III.

1560 kc

CMDO Banes, Oriente—(Assign of call letters), 0.25 kw ND unl. Class II.

Routine Roundup . . .

May 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—On examiner's own motion, and with consent of parties to proceeding re application of WKXY, ordered that hearing will be conducted on May 29, in lieu of June 4 as originally scheduled. Action May 9.

By Hearing Examiner Elizabeth C. Smith

Clarksburg, W. Va.—Ordered that prehearing conference will be held May 16 re application of Ohio Valley Bcstg. Corp. for new tv station (WBLK-TV) to operate on ch. 12 in Clarksburg, and application of News Publishing Co., Wheeling, W. Va., and **WSTV Inc. Steubenville, Ohio,** to transfer control of Ohio Valley Bcstg. Corp. Action May 8.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of Broadcast Bureau, and without objection by other parties, ordered that further conference scheduled for May 15 at 10:00 a.m. is rescheduled for 2 p.m. on same date re am applications of Grand Prairie Bcstg. Company, Grand Prairie. Action May 9.

By Hearing Examiner Thomas H. Donahue

KVI Seattle, Wash.—Granted motion for extension of time from May 14 to May 21 to file requested findings of fact and conclusions in ch. 7 proceeding, Seattle. Action May 9.

By Hearing Examiner H. Gifford Irion

Colorado Springs—Manitou Springs, Colo.—Ordered that parties in am proceeding involving applications of Taylor Bcstg. Co., Colorado Springs, and Garden of the Gods Bcstg. Co., Manitou Springs (both Colo.), will exchange all exhibits in their affirmative cases on May 21 and that formal conference will be held on May 31. Action May 8.

Hazard, Ky.—Ordered that hearing scheduled for May 14 is continued to June 15 re am application of Perry County Bcstg. Co., Hazard. Action May 9.

Bernard and Jobbins Bcstg. Co., Gilroy, Calif.—Denied petition to change location of hearing from Washington, D. C., to San Francisco, Calif., re its am application. Action May 9.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Upon informal request for advancement of prehearing conference and informal consent thereto by all parties involving applications of Musser Bcstg. Co., Elizabethtown, Pa., et al., ordered that prehearing conference is advanced from May 11 to May 10 at 2:00 p.m. Action May 9.

Colonial Bcstg. Co., Elizabethtown, Pa.—Denied petition for addition of issue in proceeding re its am application, Musser Bcstg. Co., Elizabethtown, and Radio Columbia, Columbia, Pa. Action May 9.

May 11 Applications

Accepted for Filing

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WBOP Pensacola, Fla.—Seeks mod. of cp which authorized new am) for extension of completion date.

WKXY Sarasota, Fla.—Seeks mod. of cp (which authorized change in frequency, installation of DA-D) for extension of completion date.

KWWL Waterloo, Iowa—Seeks mod. of cp (which authorized increase in N power and changes in DA-N) for extension of completion date.

WSM-TV Nashville, Tenn.—Seeks mod. of cp

(which authorized changes in existing tv) for extension of completion date.

Renewal of Licenses

KCBD-TV Lubbock, Tex.; KLTV (TV) Tyler, Tex.

Renewal of Licenses Returned

KSAM Huntsville, Tex.—(Not signed by applicant); **KVWC Vernon, Tex.** (Not filed in applicant name and Form 323 not signed).

Remote Control

WAGF Dothan, Ala.; KRFO Owatonn, Minn.

May 14 Decisions

BROADCAST ACTIONS

By The Broadcast Bureau

Actions of May 11

WSAY Rochester, N. Y.—Granted license covering cp which authorized increase in power and change to DA-N.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to 10/10/56.

Following were granted authority to operate trans. by remote control: **WACF Dothan, Ala.**, while using non-DA; **KRFO Owatonna, Minn.**; **WPHB Tyrone, Pa.**

Actions of May 10

KLEX Lexington, Mo.—Granted license for new am station.

WKCR-FM New York, N. Y.—Granted authority to operate trans. by remote control.

Following were granted extension of completion dates as shown: **KHPL-TV Hayes Center, Neb.**, to 11/21/56; **KRLD-TV Dallas, Tex.**, to 12/2/56; **WEHT Henderson, Ky.**, to 9/15/56; **WBRE-TV Wilkes-Barre, Pa.**, to 9/1/56; **WFAM-TV Lafayette, Ind.**, to 7/24/56; **KVOX Moorhead, Minn.**, to 7/1/56; **WJJL Niagara Falls, N. Y.**, to 9/10/56.

Actions of May 9

WMUB Oxford, Ohio—Granted extension of completion date to 6/1/56.

KDOK Tyler, Tex.—Granted authority to operate trans. by remote control.

WJBF Augusta, Ga.—Granted cp to make changes in ant.

WFMS Indianapolis, Ind.—Granted extension of completion date to 8/8/56.

Actions of May 8

KATZ St. Louis, Mo.—Granted license covering cp for change in hours of operation from D to unl., using 1 kw, and installation of DA-N.

KENL Arcata, Calif.—Granted license for new am station.

KALL Salt Lake City, Utah—Granted license covering cp for change from DA-2 to DA-N, and operate trans. by remote control while employing non-DA.

WTON Staunton, Va.—Granted license covering cp for change in frequency to 1240 kc.

WKLC St. Albans, W. Va.—Granted license for new am station.

WENC Whiteville, N. C.—Granted license covering cp for change in frequency, increase power, and change hours of operation.

Following were granted authority to operate trans. by remote control: **WCOS Columbia, S. C.**; **WCAZ Carthage, Ill.**; **WHIO Dayton, Ohio.**

Following were granted extension of completion dates as shown: **KXLA Pasadena, Calif.**, to 8/21/56; **WMBR-TV Jacksonville, Fla.**, to 12/1/56.

Actions of May 7

WCOS-FM Columbia, S. C.—Granted authority to operate trans. by remote control.

May 14 Applications

Accepted for Filing

Renewal of Licenses Returned

KRCT Baytown, Tex. (Incomplete); **KCTI Gonzales, Tex** (Incorrect name); **KRWS Post, Tex.** (Incomplete).

Remote Control

WAGF Dothan, Ala.

May 15 Applications

Accepted for Filing

License to Cover Cp

WDDT Greenville, Miss.—Seeks license to cover cp which authorized new am.

KTOO Henderson, Nev.—Seeks license to cover cp which authorized new am.

WPVL Painesville, Ohio—Seeks license to cover cp which authorized new am.

KATI Casper, Wyo.—Seeks license to cover cp which authorized new am.

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 10.

WXEL (TV) Boston, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Sept. 30.

KLRJ-TV Henderson, Nev.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 3.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 2, 1957.

KDLO-TV Florence, S. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Remote Control

WWKS (FM) Macomb, Ill.

Renewal of Licenses

KWOE Clinton, Okla.; KASA Elk City, Okla.; KFST Fort Stockton, Tex.; KOCA Kilgore, Tex.

May 16 Decisions

ACTIONS ON MOTION

By Commissioner Robert T. Bartley

Irwin, Pa.—Granted joint petition by applicants and intervenor for indefinite extension of time to file exceptions to initial decision in Irwin, Pa., tv ch. 4 proceedings. Action May 10.

Broadcast Bureau—Granted petition for extension of time to May 18 to file response to petition by Laurel Television Co., Laurel Miss., to enlarge issues in tv proceeding. Action May 14.

Broadcast Bureau—Granted petition for extension of time to May 18 to file exceptions to initial decision in am proceeding on applications of Miners Bcstg. Service, Inc., Ambridge, Pa., and Louis Rosenberg, Tarenton, Pa. Action May 14.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—Directed parties in proceeding on application for assignment of cp of station WGTH-TV from General-Times Television Corp. to CBS Inc. to appear for prehearing conference on May 16. Action May 11.

By Hearing Examiner Hugh B. Hutchison

WKMF Flint, Mich.—Gave notice of prehearing conference on May 18 in proceeding on application of WKMF. Action May 14.

By Hearing Examiner Herbert Sharfman

Pachuta, Miss.; Laurel, Miss.—On request of applicants, continued further prehearing conference from May 16 to May 24 in proceeding on applications of **WCOC-TV** Pachuta and Laurel Television Co., Laurel, for ch. 7. Action May 14.

By Hearing Examiner Elizabeth C. Smith

Rochester, N. Y.—Ordered that grant of motion to strike certain evidence as irrelevant to issues in proceeding on applications of **WHEC** and Veterans Bcstg. Co., Inc., Rochester, (ch. 10), encompasses following portions of transcript: Line 25, page 261; all of pages 262-272; lines 1-5, page 273; all of pages 653-663; and line 1, page 664. Action May 11.

May 16 Applications

Accepted for Filing

License to Cover Cp

KEOK Fort Dodge, Iowa—Seeks license to cover cp which authorized new am.

WTBQ Cumberland, Md.—Seeks license to cover which authorized change in ant.-trans. and studio location and to make changes in ant.

WCAT Orange, Mass.—Seeks license to cover cp which authorized new am and to specify studio location as Brookside Rd., Orange.

WBAP-FM Fort Worth, Tex.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp Returned

KURA Moab, Utah—Application seeking mod. of cp (which authorized new am) for extension of completion date returned. (Unnecessary).

Renewal of Licenses

KBKI Alice, Tex.; KFJZ Ft. Worth, Tex.; KEAN Brownwood, Tex.; KAND Corsicana, Tex.; KLEN Killeen, Tex.; KSFA Nacogdoches, Tex.; KRIG Odessa, Tex.; WOAI San Antonio, Tex.; WHRM (FM) Madison, Wis.

UPCOMING

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24: Organization meeting, ABC-TV affiliates advisory group, Kansas City.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14-16; Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 28-29: N. C. Assn. of Broadcasters, Nags Head, N. C.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

editorials

Patriotism and Fair Play

SOMETIME soon you may notice magazine ads for a U. S. Olympic Committee fund raising campaign sponsored by Colgate-Palmolive Co. We hope you will not hear or see commercials for this project on the air.

The magazine ads have been purchased in many national publications by Colgate-Palmolive at regular rates.

Radio-television commercials have been solicited free.

Unfortunately, this is not a new gambit. Broadcasters have often been asked to supply free promotion for causes which were buying printed space.

The galling part of the Colgate-Palmolive free-time request was that it went to stations in the form of a letter to which were attached proofs of the fully paid-for, double-truck magazine ads. The letter asked stations "to acquaint your audience with this patriotic endeavor." Colgate-Palmolive suggests the use of spot announcements, news items and mention on service programs during May and June, the months in which the paid magazine campaign is running.

Not only does the company seek such free promotion but it requests a report from stations "as to the type and extent of the cooperation you plan to give."

Now perhaps a fund-raising campaign for the U. S. Olympic Committee is indeed a "patriotic endeavor." If so, we appeal to 100% patriotism of all concerned.

Let Colgate-Palmolive donate the copy, the art and the engraving plates to the magazines; let the magazines donate their space; let radio and television donate their time.

It puts a strain on the patriotism of broadcasting to know that in the cause for which it is asked to serve at no reward the magazines are mercenaries and Colgate-Palmolive their willing paymaster.

What Price Politics?

THE free time request of Colgate-Palmolive is brash enough, it would seem, but it is really quite modest by comparison with the bite that Rep. Percy Priest (D-Tenn.) would put on television.

Rep. Priest has introduced a bill that would require all television stations and networks to give to each candidate for President and Vice President one half-hour of time per week during September an hour of time per week during October and one hour in November preceding the election.

We wonder if Mr. Priest has stopped to figure the value of the gift he is soliciting.

If not, we suggest he examine these illuminating facts:

An hour of prime evening time is worth around $100,000 on a full network. A half-hour is worth around $60,000. (We are quoting rates for prime time because we have never heard of a candidate who sought a less desirable period.)

Hence four half-hours on all three networks would be worth about $720,000 in September, four hours would be worth $1,200,000 in October, and the hour in November would be valued at $300,000. That adds up to a total of $2,220,000 free time which Mr. Priest's bill would give each candidate.

But there will be a minimum of four candidates qualified to receive this gift under terms of Mr. Priest's bill. Four times $2,220,000 is $8,880,000, which should be regarded even by a congressman as a lot of money.

Of course, that would not be the whole price. Independent stations would be forced to kick in time too. The total television contribution to presidential and vice presidential candidates probably would run better than $9 million.

This is the monetary price which Rep. Priest wishes television to pay for certain minor advantages that both radio and television would receive in other parts of his proposed amendment to the political broadcasting section of the Communications Act. (No need here to go into the more sinister aspects of toying with freedom.) These other parts would relieve broadcasters of the necessity of providing equal time to all candidates, including those of splinter parties who have no chance whatever at the polls.

Some enlightened broadcasters had hoped that the amendment would be confined to the relief from the present obligation to give equal facilities to every candidate. Now that Mr. Priest has attached a ridiculous price tag to that relief, he may expect the universal opposition of broadcasters.

The present laws governing political broadcasting are so inane that they contain the potential of driving broadcasters to the booby hatch. Mr. Priest's amendment would drop them off at the poor house on the way.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Can you do something to give him a more straightforward look?"

Apples and Apples

ALL BRANCHES of marketing—advertisers, agencies and media—will welcome the announcement that dollar figures for radio spot business are to be issued on a regular monthly basis, starting in July. Station Representatives Assn. is to be commended for this essential first step in providing data on spot radio which, added to the spot television figures inaugurated last month by Television Bureau of Advertising, now completely fills what has long been the biggest gap in advertising statistics.

In applauding the announcement which Adam. J. Young Jr., SRA president, appropriately made at the opening of National Radio Week, broadcasters should not feel that the whole job is done. SRA's figures will permit, for the first time, comparisons of the total spot radio business, month by month, with the total dollar volume of other media for the same month and with its own volume for the preceding month and for the same month of the previous year. But SRA has undertaken to report only the total dollar figure for spot radio, with no breakdown by individual advertisers such as TvB is providing for the sponsors of spot campaigns on television.

SRA makes a notable contribution to radio—and to all advertising—in supplying information that has been wanting for more than 20 years. It is not in any way to disparage this accomplishment that we urge that the effort continue for means of making available full information on spot radio expenditures of each user of the medium.

Getting Out the Vote

A TEST program undertaken by the broadcasters of Davenport, Iowa, this week may trigger the biggest "get out the vote" effort yet in this presidential campaign year.

Concerned over the apathy displayed in primaries thus far held this year, the American Heritage Foundation, whose business is good citizenship, appealed to NARTB for help in getting citizens to register so that they may vote in November. Joe N. Sitrick, NARTB's information director, got together with Ralph L. Evans and Ernie Saunders of WOC-AM-TV to coordinate the pilot campaign to get Davenport's citizens to register by May 25 for the upcoming June 4 primary. It is a mass community appeal to enlist volunteers in every block in the city to call on their neighbors to get them properly registered.

In 1952 the nation's broadcasters were credited with bringing out the biggest vote in history—60% of those qualified had registered and voted. If the Davenport formula works, the Heritage Foundation proposes to espouse it nationally. We have no doubt that the job will be done, effectively and handsomely.

FOR

NG by Sid Hix

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Why KPRC-TV Has Houston's Largest News Staff

Houston people possess an unsurpassed thirst for news. To meet this demand, KPRC-TV has built Houston's only complete TV news service. National and regional news rolls in over five AP wires. A live-wire newsreel staff affords fast, first-hand blanket coverage of local events, backstopped by on-the-spot reporters who edit all news for Houston appeal. No wonder Houstonians look to KPRC-TV *first for news.*

KPRC-TV
HOUSTON CHANNEL **2**

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE